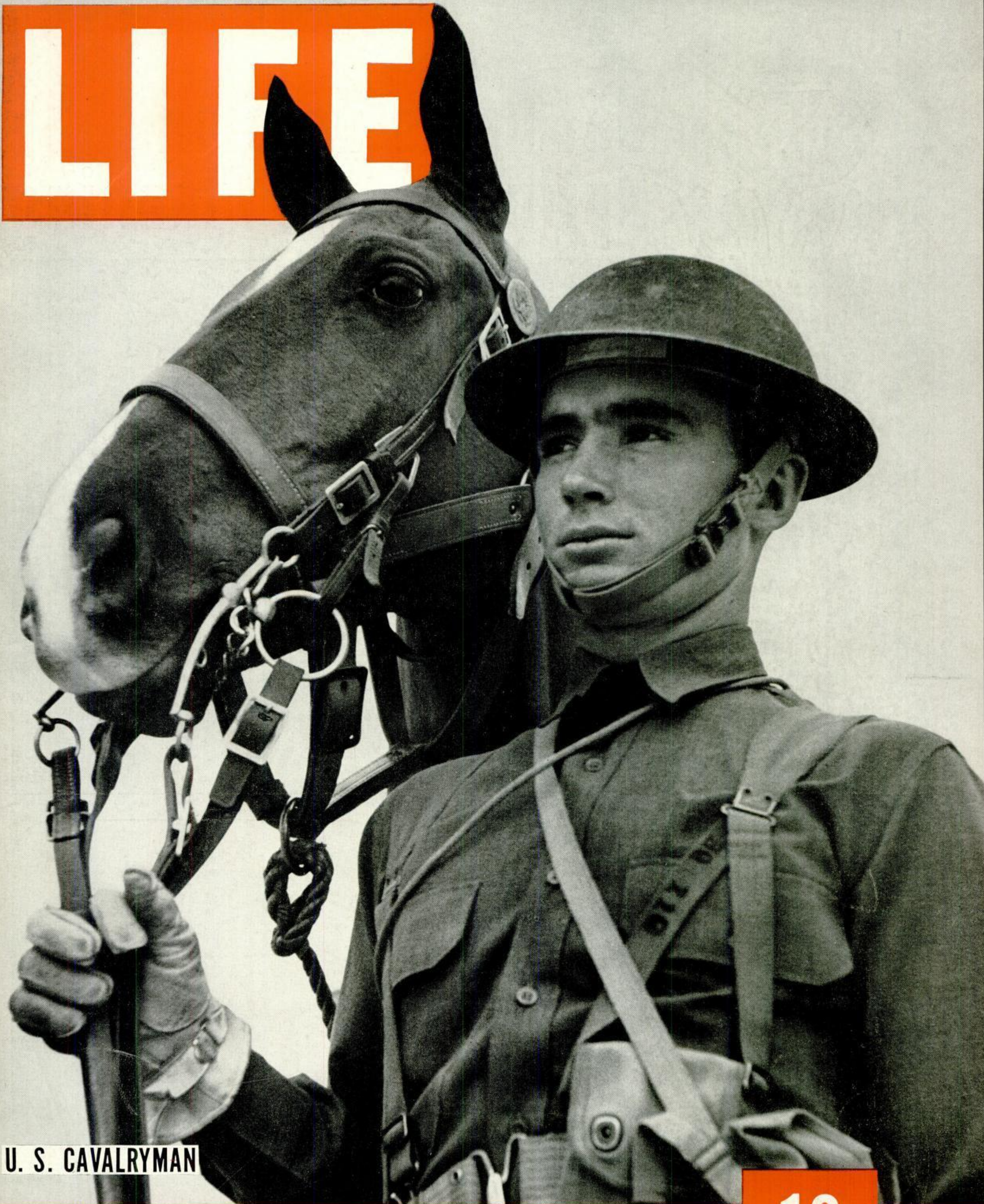


LIFE



U. S. CAVALRYMAN

APRIL 21, 1941 **10** CENTS
YEARLY SUBSCRIPTION \$4.50



Get up-to-date on Spring House Cleaning



PHOTOGRAPH FROM SHERWIN-WILLIAMS STYLE GUIDE

This room with its fresh color typifies the effect you get by house cleaning with a Hoover. That crisp, clean-all-through look is the "trade-mark" of modern methods which only Hoover has.

The best possible results with the least possible work—that is what you want at house cleaning time, and what a Hoover Cleaner offers you.

To bring you up-to-date in your cleaning, you now have the opportunity—to try a modern Hoover in your own home, without obligation—to buy a modern Hoover, at the lowest price in its history.

The representative of one of your leading stores will bring this new Hoover to your home. He will leave it for a real house cleaning test without cost or obligation.

If you wish to keep it you can have it on terms as low as \$1.00 a week, payable monthly (with small carrying charge). Phone your Hoover dealer today. The Hoover Company, North Canton, Ohio.

Only Hoover gives you all ten of these house cleaning essentials:

1. **The Hoover gets more dirt**—Exclusive cleaning principle (Air-Cushioned Vibration) gets the embedded grit at the base of the rug; lint, dog hairs, moth larvae and germ-laden dirt injurious to children. "It beats—as it sweeps—as it cleans."
2. **The Hoover saves more time**—Hoover cleaning is the fastest cleaning in the world because it gets more dirt per minute and cuts down your cleaning time.
3. **The Hoover is easier to use**—You don't "hoe" and scrape with a Hoover. It's perfectly balanced and glides with easy "finger-tip" control.
4. **The Hoover keeps colors fresh**—Revives hidden colors because it removes hidden dirt. Fluffs and beautifies nap.
5. **The Hoover saves rugs**—Because it gets the sharp, nap-cutting grit. Leading rug manufacturers recommend the Hoover for rug preservation.

6. **The Hoover is first choice among women**—One-third of all cleaners in use are Hoovers. Nearly 6,000,000 have already been bought. It gives pride of ownership without penalty of cost.
7. **The Hoover is never an "orphan"**—It is backed by the greatest name in electric cleaners and a leading merchant in your city. Dependable service always available.
8. **The Hoover will give you good service longer**—Built to highest engineering specifications in the industry. It will stay young for years.
9. **The Hoover has more features you want than any other cleaner**—Such as Air-Cushioned Vibration; no adjustment to rugs necessary; electric dirt finder; convenient handle grip; Henry Dreyfuss design.
10. **The Hoover offers complete cleaning**—Easy-to-use cleaning tools especially designed to go with it (at slight extra cost).



Special Combination Offer: Cleaner plus these Special Cleaning Tools in handy kit, at reduced price, \$59.50.

GET A NEW
HOOVER
FOR ONLY
\$48⁵⁰ AND YOUR
OLD CLEANER



Model 305

"THE MEN ARE CRAZY ABOUT JEAN... DARN IT!"



JEAN SAYS:

**"YEAST IS ONE OF THE RICHEST
NATURAL SOURCES OF THE
AMAZING VITAMIN B COMPLEX**

... AND HERE'S THE SWELL NEW WAY TO TAKE IT"

**YOU
MASH**



JEAN: First, take a cold cake of Fleischmann's Yeast and mash it in a dry glass with a fork.

ANNIE: Do I have to take yeast to get this Vitamin B Complex?

JEAN: No. But yeast and raw liver are the really abundant *natural* sources. I like yeast because it's cheap, and rich in a group of the very vitamins that many of us don't get enough of . . . according to the scientists.

**YOU
STIR**



ANNIE: Then what happens...supposing I'm short on this Vitamin B Complex?

JEAN: Then you add a little tomato juice, or milk, or water and stir till blended. It's especially delicious in tomato juice. Makes a vitamin cocktail with the flavor of oven-fresh bread, and it gives you these vitamins a *natural* way. It's a drink so good you'll want to keep right on with it. Best thing you ever tasted. You'll love it!

**YOU
DRINK**



ANNIE: Sounds like a cinch to me . . . What's hard about it?

JEAN: Nothing, you dummy! Fill the glass with whatever you started with, and drink. Takes less than a minute, all around. Buy a week's supply at any grocer's. Drink it twice a day, whenever convenient, and stick with it so you will get all of yeast's many benefits . . . and see if a little glamour doesn't come knocking at your door!

Fleischmann's Fresh Yeast



Copyright, 1941
Standard Brands Incorporated

**DRINK IT...
TO YOUR HEALTH!**

How a softer tire for airplanes made *Life easier* for 800,000 farmers!

YOU don't have to be very old to remember when airplane tires were built like automobile casings, and inflated to the same high pressure.

That was the trouble with them—they were too hard! On rough landings they bounced you around in crashing ground-loops. On soft ground they nosed you over into crack-ups.

Yet, such accidents are practi-

cally unknown on today's airplanes, thanks to Goodyear's development of an utterly new kind of tire called the Airwheel—a big fat rubber pillow holding huge air volume at very low pressure.

Too soft to bounce, Airwheels feather-bedded hard landings. Too big and buoyant to bog down, they rolled smoothly and safely over sand, snow and even plowed ground.

It was this ability of Airwheels to negotiate rough ground that gave us the clue to something destined to lighten the lot of farmers the world over!

Like airplanes, farm tractors were then having trouble in soft ground. Their hard steel wheels clogged and churned. For all their power, they plowed not much faster than a horse.

That led us to ask: why wouldn't



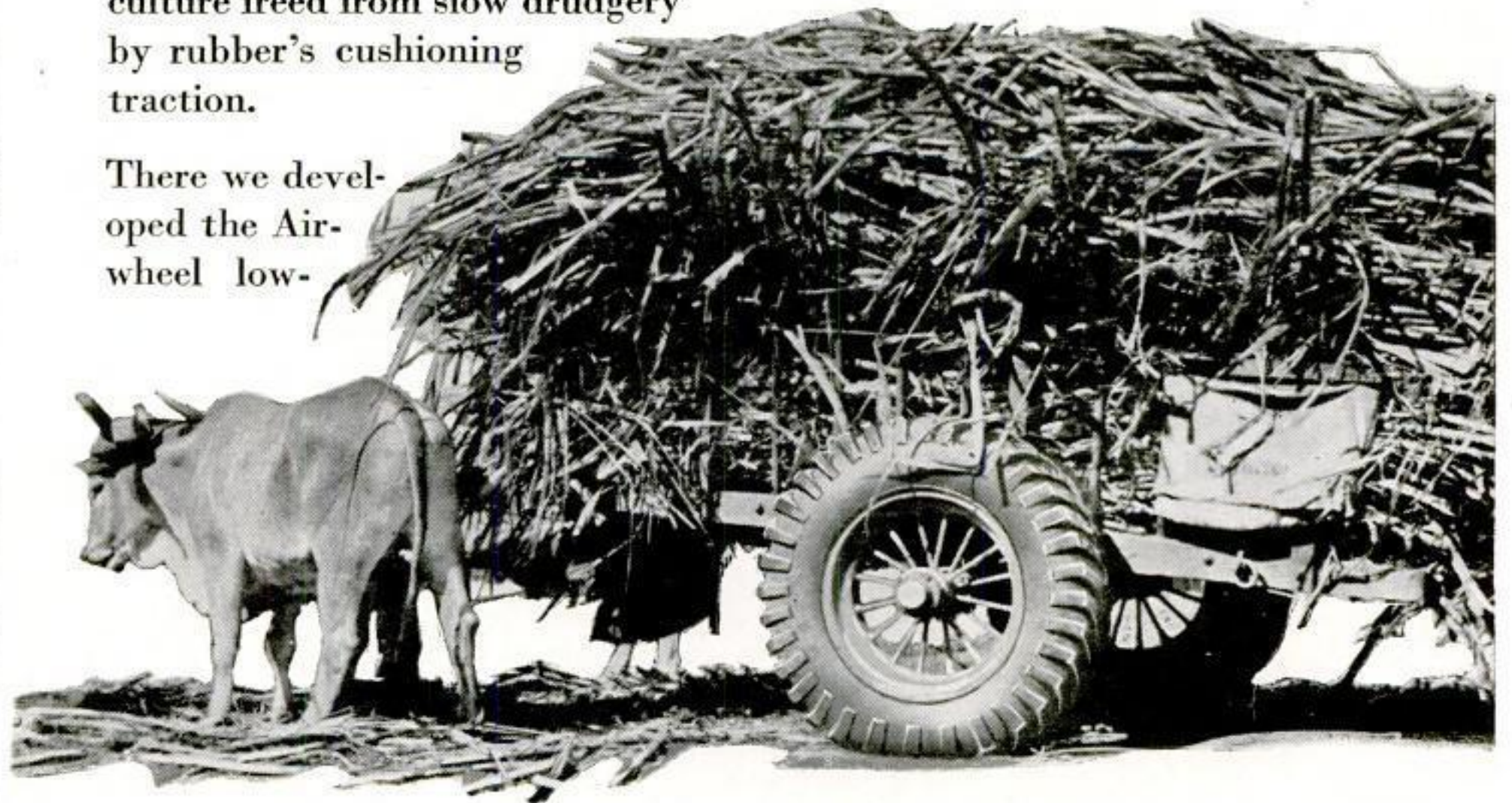


Airwheels float a tractor over gumbo as easily as far-heavier airplanes?

So back in 1931 we put a tractor on Airwheels — *the world's first pneumatic-tired farm tractor*. It sailed through where steel wheels stalled. We knew we had something, if we could make these airplane-type tires sturdy enough for farm use.

Out to Goodyear's great 32,000-acre experimental farm in Arizona we took the problem, inspired by the vision of an agriculture freed from slow drudgery by rubber's cushioning traction.

There we developed the Air-wheel low-



pressure principle into the now-famous Goodyear Sure-Grip tractor tire with its tough, buttressed, open-center tread that pulls through the toughest going.

The rest is history. Farmers were quick to learn tractors would do more work in less time—pull heavier loads and

use less fuel on these specially designed Goodyear tractor tires. They liked their greater comfort, their freedom from spine-jolting thumps.

Today more than 90% of all farm tractors are sold on pneumatic tires, more than 40% of farm implements. And more than 800,000 American farmers now farm on rubber — *because it makes life easier!*

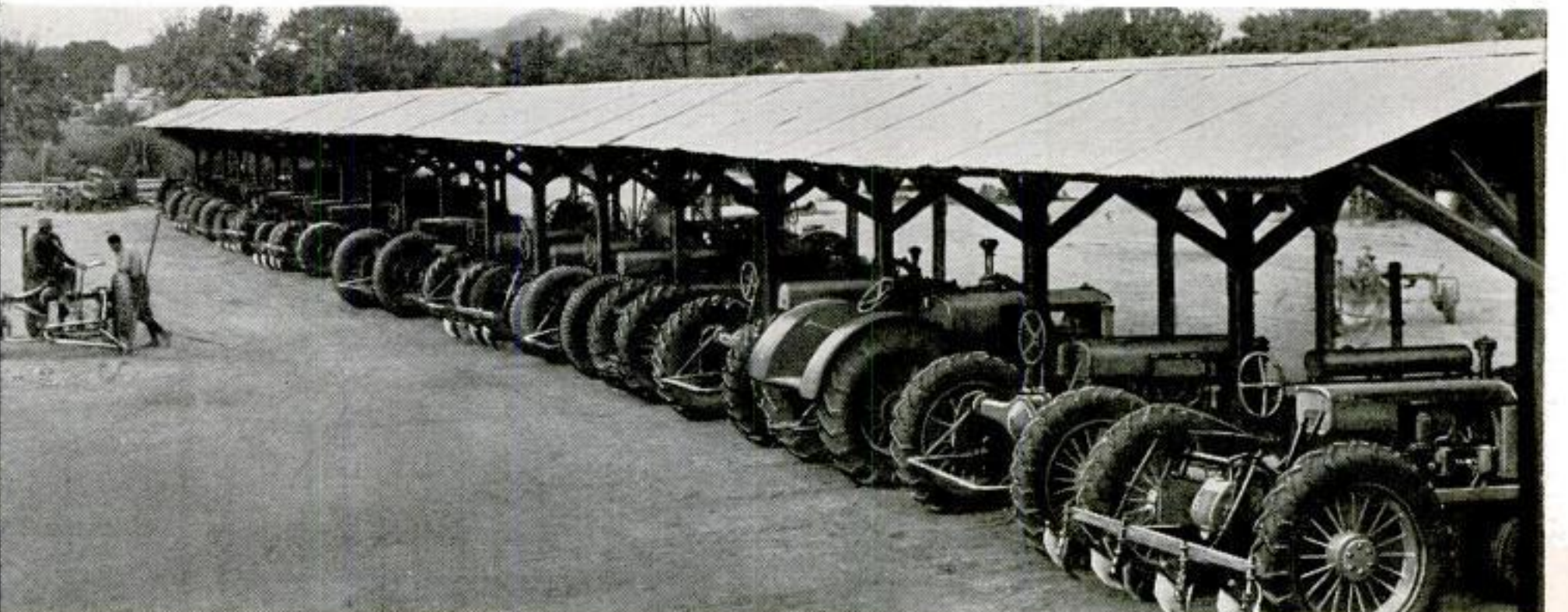
The progressive spirit that saw a modernized agriculture in an airplane tire—itsself but newly

GOOD NEWS SPREADS FAR — Today in India and the Far East many oxcarts roll on Goodyear farm tires—they make work so much easier.

developed to fill a different need — typifies Goodyear's leadership in making rubber more serviceable to mankind. More than forty years of such enterprise in the public welfare has won for Goodyear "the greatest name in rubber!"

THE WORLD'S LARGEST AGRICULTURAL LABORATORY — Goodyear's 32,000-acre cotton-grain-and-cattle farm, Litchfield, Arizona, where Sure-Grip tractor tires were developed in 1931.

Airwheel—T.M. The Goodyear Tire & Rubber Company



This One



2PA6-JC3-TC6R

"PROTECTING THE AMERICAN HOME"



The "Snow Flake Man"

ON A FARM in Jericho, Vermont, in 1880 a fifteen year old boy, upon receiving a small microscope, became curious about snow flakes. The scientific world knows him as Wilson Alwyn Bentley, the "Snow Flake Man," who spent his life making micro-photographs of snow crystals and who discovered that no two flakes are ever exactly alike in design.

Some people seem to think that life insurance policies, like snow flakes, are pretty much alike. Examined under the "microscope" of better understanding, there are important differences; there is always one form of life insurance which will fit your needs better than any other.

If you are the father of growing children, don't fail to look into National Life's Family Income Policy. We know of no other form of life insurance which offers more complete protection or pays larger benefits.

It provides for the payment of *extraincome* during the critical years when your children are dependent.

How it works. Suppose you should

die suddenly, what would your wife and children receive? Illustration: Insured's age, 35. Sum insured, \$10,000. Family Income, 20 year plan. Suppose death occurs five years after the policy takes effect. The National Life of Vermont will pay your wife:

1. \$100 a month for the remaining 15 years of the "20 year plan"..... \$18,000
 2. At the end of the Family Income Period, the sum of 10,000
- Total..... \$28,000

3. If you outlive these maximum needs, the policy through dividend accumulations may be made to mature as an endowment to provide you with a retirement income.

Is this kind of life insurance expensive? No. Between the ages of 25 to 45, it will cost you only a few dollars a month more than ordinary life insurance. Why not look into it? Use the coupon below.

NATIONAL LIFE INSURANCE COMPANY HOME OFFICE— MONTPELIER, VERMONT

A Mutual Company, founded in 1850, "as solid as the granite hills of Vermont"

CLIP AND MAIL THIS COUPON

NATIONAL LIFE INSURANCE CO., DEPT. 115, MONTPELIER, VERMONT

Please tell me more about your Family Income Policy.

Name..... Date of Birth.....

Business Address..... Age of Children.....

Home Address.....

LETTERS TO THE EDITORS

Food for Europe

Sirs:

Thanks for revealing the truth about conditions in starving Belgium (LIFE, March 24). You are right in saying that U. S. participation in the starvation of neutrals will arouse hatred against us. Moreover we are fighting to preserve the little democracies, not to starve them.

OTTO T. MALLERY

Philadelphia, Pa.

Sirs:

My heart is as soft as yours, but my head knows all too well that since the carrying out of Mr. Hoover's scheme involves relying on Hitler's word, the scheme is false. The hunger that threatens the people of Europe is due to one cause—not that nature was unkind, not that England or the U. S. was aggressive, but that Hitler stole the food. He stole it and there is no way to ensure that he will not take the equivalent of what other food is supplied to them.

SOPHIA MUMFORD

Amenia, N. Y.

Sirs:

Have Mr. Herbert Hoover and his committee ascertained from the official spokesmen of the small democracies their opinion on the moot question, food vs. Nazis?

Mr. John W. Davis, speaking before the Committee to Aid America by Aiding the Allies, at Mecca Temple, New York on Feb. 17, said in part:

"Conquered and overrun as these said peoples are, they are still not without official spokesmen. There are in England today those who have both the right and the duty to plead their cause."

"The King of Norway and his ministers are there; the Queen of Holland and her ministers are there; the ministers of Belgium are there, even though their King is a prisoner of war. Representatives of the Poles, the Czechs and the free forces of France are there. . . ."

"No matter how great our humanitarian impulse, by what right do we supplant them as intercessors for their people?"

HAZEL FELMAN BUCHBINDER
Chicago, Ill.

Policeman and Houris

Sirs:

Imagine my delight when I opened the March 31 copy of LIFE and saw our old neighborhood police officer with both arms full of Bagdad houris. Jack Jenkins surely deserves to be a police



POLICE JUDGE JACK JENKINS

judge for he was the best police officer any city ever had.

We moved into his neighborhood on Madison Street, N. W. in Washington, D. C. in 1935, and we hadn't been there but a few weeks before we had discovered that there wasn't a sickness, death or new baby on his whole beat that he wasn't the first to condole or congratulate. He'd bring home our black chow

(continued on p. 6)



Enjoy This
General Electric Radio
at Your Office

Only \$9⁹⁵*

Check News Reports—Stock Reports

G-E Prize Winner—A powerful Superheterodyne with excellent tone and automatic volume control. Encased in handsome mahogany plastic cabinet that won the top award for styling in the nation-wide Modern Plastics contest. Model L-500.

Get a G-E! You Can't Buy a Better Radio! Radio, as you know it today, was born in the General Electric "House of Magic"—it grew up there! Every set of every make contains fundamental features for which General Electric is responsible. But—only in a G-E can you get *all* the benefits of *all* the great advancements made to radio by General Electric.

New Camera-Type Portable
Only \$21⁹⁵*

Plays anywhere on AC or DC house current or on its batteries. Excellent tone. Built-in Beam-a-scope — Superheterodyne Circuit. Case finished in dark blue simulated leather with light gray plastic trim. Model LB-502.

*All prices subject to change without notice and may vary in different localities. See your G-E dealer. General Electric Co., Bridgeport, Conn.



GENERAL ELECTRIC



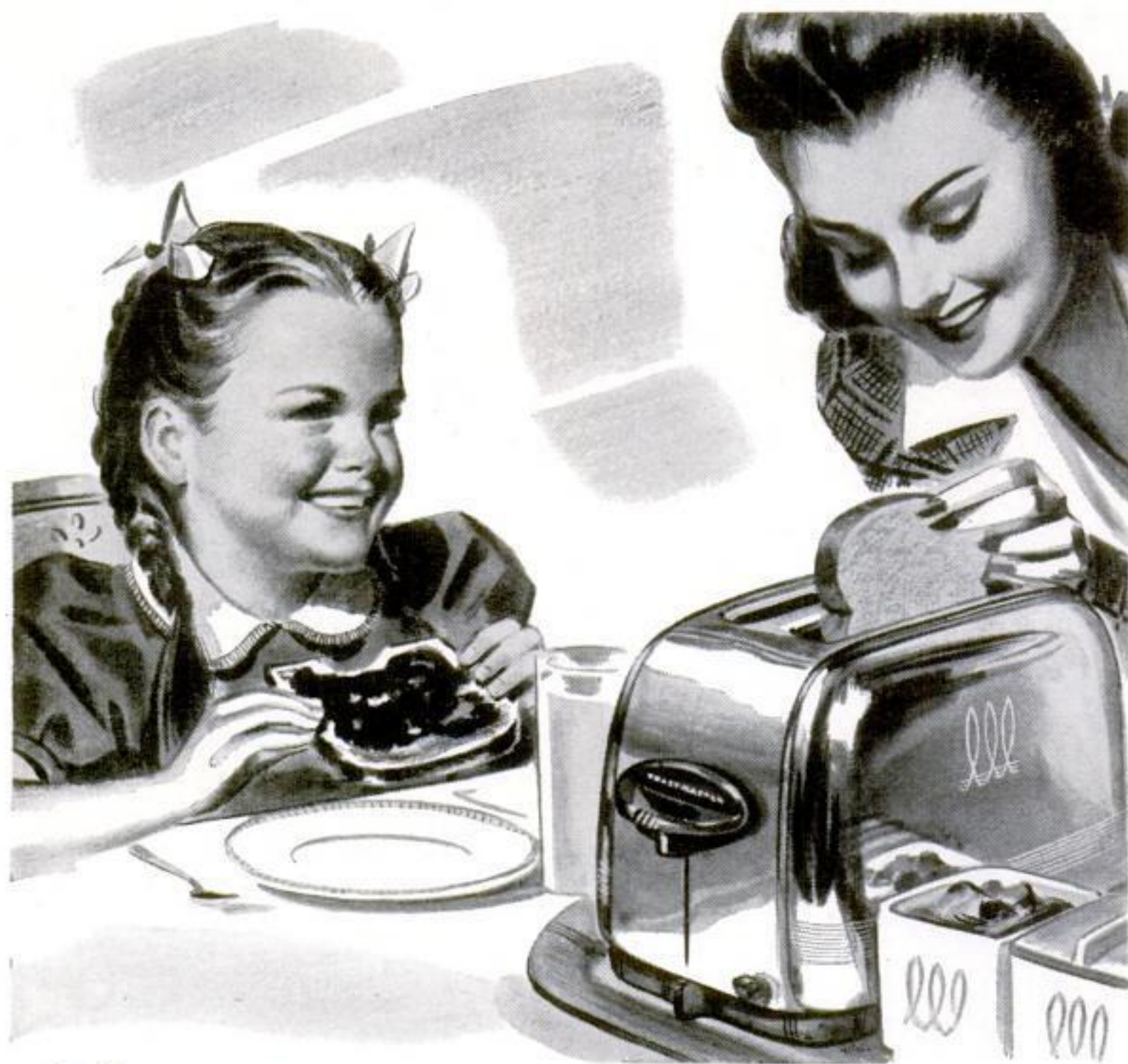
Once in a lifetime there's a chance to get a shot like this. To be *sure* to get the picture, the photographer loaded his camera with Agfa Film. It's the film you can always depend on; it's the film with the *extra* margin of quality—the only film guaranteed, "Pictures that satisfy or a new roll free!"

There's an Agfa Film for every photographic need, in a size to fit your camera. For sparkling outdoor pictures, use famous Agfa Plenachrome—it is fast, and its wide latitude permits a margin for error in judging light. Get Agfa Film in the orange-and-blue box. *Agfa Ansco, Binghamton, New York.*

Agfa  **Film**
MADE IN U. S. A.

The only film that is guaranteed,
"Pictures that satisfy or a new roll free!"

FIND THE *Problem Child*



*"Mother, don't we just
love breakfast now!"*

Peggy used to be a "problem child." Skippy breakfasts, then scooting off to school... no wonder she got poor grades! But it's different now, with this fascinating *Toastmaster* Toast 'n Jam Set making breakfast fun. How children love the way the automatic *Toastmaster** toaster ticks away, timing the slices to a T, then popping them up, piping hot and perfect! No watching, turning, or burning... You'll be delighted too—with everything about this handsome set. Stunning

toaster, walnut tray, colorful Franciscan Ware jam and marmalade jars and toast plate, all for \$17.95. See it, wherever fine appliances are sold. And write McGraw Electric Co., Dept. M, Elgin, Ill., for 16-page booklet, "Entertaining Hints on How to Entertain."



JUST THE THING for pantry raids after school. Turn the youngsters loose! They can't burn fingers or leave the current on.



TOASTMASTER *DE LUXE Toast 'n Jam Set*

*"TOASTMASTER" is a registered trademark of MCGRAW ELECTRIC COMPANY, Toastmaster Products Division, Elgin, Illinois • Copyright 1941, McGraw Electric Company.

LETTERS TO THE EDITORS (continued)

when he'd find him loose without a muzzle, with the warning that "the boys from the pound might pick him up if they saw him out."

When we left for California, he gave us his card to a captain of the lighthouse service out here, because he thought our sons would enjoy seeing a lighthouse.

MRS. R. D. GARDNER
Berkeley, Calif.

War Babies

Sirs:

We saw with interest your map showing locations of Army camps, etc., in areas throughout the U. S. (LIFE, March 31), but were surprised not to find any mention of military activity in the State of Florida.

Blanding (at Starke, Fla.) is one of the nation's largest camps.

HAROLD M. FARKAS
Director of Publicity
Tampa News Bureau,
Tampa, Fla.

Sirs:

Why was Portland practically omitted from your map of the industrial U. S. projects?

H. L. BRITZINS
Portland, Ore.

Sirs:

Please include Camp Shelby on subsequent military and defense maps you publish.

ANDREWS HARMON
Hattiesburg American
Hattiesburg, Miss.

● LIFE's map of "War Babies" was not a map of Army camps or of cities vital to national defense. On it were placed only those plants receiving, from July 1, 1940 to March 2, 1941, over \$2,000,000 in straight construction contracts from the U. S. Government. Similarly, only those Army camps with permanent buildings costing more than \$2,000,000 were included. Tent camps, air and naval bases were purposely omitted.—ED.

LIFE in Europe

Sirs:

I notice in a picture of R. A. F. fliers (LIFE, March 24) that a copy of TIME lies on the table. I am interested to know to what extent LIFE now circulates in England. Do copies go to Germany?

FRANK A. LEE JR.
Raleigh, N. C.

● In spite of the German blockade, more than 9,000 copies of LIFE reach England each week. Nothing much is known about the number that reaches the European continent. There are reports, however, that LIFE is regularly seen in Belgium, Holland, France, even though it is not on sale in occupied countries. Some few copies even find their way into Germany and Italy, from which the magazine has been officially banned.—ED.

Defense Strikes

Sirs:

My older brother was recently inducted into the U. S. Army to defend this nation, with his life if need be. As he left his job, home and friends, he posed a question which I find echoing in the minds of many another person who is being called upon for sacrifices. What right do men drawing good salaries in defense industries, and capitalists reaping the rich rewards of the enormous government spending program, what right do these opportunists have to stop their work and plants and ma-

(continued on p. 8)

THE *Scenic WAY* to CALIFORNIA



**EXPOSITION
FLYER**
THRU THE COLORADO ROCKIES
and the FEATHER RIVER CANYON
..by Daylight

**ONLY 2 NIGHTS EN ROUTE
NO EXTRA FARE**

Discriminating travelers acclaim this the most scenic route in America! Mile-high Denver; the Colorado River cascading down colorful canyons of the snow-capped Rockies; picturesque Salt Lake City; the rugged Sierra; breath-taking Feather River Canyon; Sacramento Valley and its orange groves—this is the magnificent panorama of the West which unfolds as you glide swiftly toward San Francisco. And remember—you enjoy the scenic highspots during magic daylight hours! A trip you'll remember always!

Through Train Between
Chicago and San Francisco
Standard and tourist Pullmans; lounge car for all sleeping car passengers; luxurious reclining chair cars; all cars air-conditioned. No change of cars en route.

Delicious meals (as low as \$1.25 a day for coach and tourist car passengers)... free pillows. registered nurse-hostess... free pillows.

—TWO NIGHTS EN ROUTE—

Lv. Chicago.....12:35 pm
Ar. Denver.....8:20 am
(Colorado Rockies)
Ar. Salt Lake City.....12:15 am
(Feather River Canyon)
Ar. San Francisco.....10:30 pm

Standard sleeper and coach service from St. Louis on the General Pershing Zephyr at 2:45 pm to Lincoln, Nebraska; thence, on the Exposition Flyer. Also standard and tourist sleeping car service from Chicago via the Royal Gorge.

TRAVEL ON CREDIT—GO NOW—PAY LATER

Ask about California Escorted Tours

Mail Coupon to Nearest

Exposition Flyer Travel Bureau
Room 541, 547 W. Jackson Blvd., Chicago, Ill.
Room 221, Equitable Bldg., Denver, Colo.
Room 906, Mills Bldg., San Francisco, Cal.
Please send me illustrated booklet and complete information about the "Exposition Flyer".

Name.....
Address.....
City..... State.....





**Danny doesn't
call here any more
since we changed
to silence!**



1 We were plenty sore when Danny handed us his last bill. "So you call yourself a refrigerator repair man, do you?" we stormed. "Why in Sam Hill can't you fix ours up once and for all?" — "Sorry, Mr. Barnes," says Danny apologetically. "Machinery is machinery. When it wears, it wears. I can't do nothing about *that*!"



2 The answer to our prayer! We could have yipped for joy when we saw *that* poster. "Stays silent," it read. "Lasts longer. Because no moving parts to wear." And in less time than it takes to say "Servel" we were hot-footing it to the nearest gas company showroom.



3 Today, families with experience are changing to Servel by thousands. And it's not surprising. Survey after survey shows that "Servel is the *only* refrigerator that has all those big advantages people want most... permanent silence, lasting dependability, continued low operating cost... plus modern beauty, modern features, modern convenience."

4 "Scram, Danny—no machinery here!" we joshed when he stopped by the other day to see how we liked our new Servel. "Honest," he asks, "is it everything people say it is?" "You bet!" we tell him. "I've been thinking," Danny says, scratching his head, "with all the people I know with refrigerators that need fixing, maybe I'd make more selling Servels!"

If you look at one, look at Servel—If you look at more than one, look at Servel to see the difference



"We had another type refrigerator before getting our Servel Electrolux. We decided on the gas refrigerator when we came to buy our new one because we'd had our fill of noise and moving parts that wear." C. L. Hartley, 612 9th Avenue, Huntington, West Virginia.



It freezes with
**NO MOVING
PARTS!**


Stays silent...lasts longer


SERVEL
ELECTROLUX
Gas
REFRIGERATOR

FOR FARM AND COUNTRY HOMES—MODELS RUN ON
BOTTLED GAS—TANK GAS—KEROSENE
Write for details to Servel, Inc., Evansville, Ind., or
Servel (Canada) Ltd., 457 King St. W., Toronto, Ont.

*Smart moderns
swing to...*

Life
BY
Formfit




NOT GENUINE
WITHOUT
THIS LABEL
SLIGHTLY HIGHER
OUTSIDE U.S.A.

Whether you are flat-chested, overdeveloped or normal—whatever your size, age or degree of development, you will enjoy Life for its healthful corrective support and the youthful separated up-lift it will give you. There's Day-Life, Night-Life, and Sports-Life for all occasions—you'll want all three. At all better shops and corset departments.

\$1.25 \$1.75 \$2.50 \$3.50

MADE BY THE FORMFIT COMPANY • CHICAGO • NEW YORK

*Give your feet
back to the Indians!*



Whoa—slow down for warm weather. These WIGWAMS by Walk-Over are knockouts for knocking around in. Soft, sturdy, pebble-grain. Plus *Natural Fit* that makes Walk-Overs feel so much better and stand up longer. **\$6.50**

Other Walk-Over prices \$6.75 to \$12.50 (higher west). Geo. E. Keith Company, Brockton, Mass.



**WALK-OVER
WIGWAM**

LETTERS TO THE EDITORS (continued)

chines, thus depriving the men—who must go wherever they are told and do whatever they are told to do for at least a year of their lives—of the weapons, clothing, and food for their safety and perhaps our country's very existence. These "sit-downers" are World War II's streamlined version of the despised slacker of 1918, and the millions of soldiers, sailors, and their families are getting sick and tired of it!

RICHARD WILSON BUTT
St. Charles, Ark.

Another Glamor Girl

Sirs:

In your article on the Met's seven glamor girls and a clown (LIFE, March 31) you forgot to mention or picture lovely American-born Helen Jepson.

Why not print a picture of Helen Jepson anyway?

BOB CONLON
Winchester, Mass.



HELEN JEPSON

● LIFE is glad to comply with Reader Conlon's request.—ED.

Cage for Hitler

Sirs:

It is common knowledge that Hitler is very superstitious. It is also common knowledge that he is aware of the prediction of Nostradamus concerning his rise and fall and ultimate death. According to Nostradamus, the war will end with victory for the British around 1943 and Hitler will be imprisoned in an iron cage for the remainder of his life.

Why wouldn't it be an effective bit of psychology for the British authorities to have a big cage placed in some prominent spot in London—say Piccadilly Circus—with a placard on it announcing to all the world that it is the cage reserved for Hitler's ultimate incarceration?

E. P. SUMMERSON JR.
Great Neck, N. Y.

Starlet

Sirs:

In LIFE, March 31, I was much interested to see pictures of a new movie starlet, Marjorie Woodworth.

I discovered this charming girl before



MARJORIE AS MAJORETTE

(continued on p. 11)

2 Smart Inventions Bring NEW COMFORT TO MEN'S UNDERWEAR



NEW Kut-Ups SHIRT won't crawl, creep or "rope up" around your middle. It stays snug and smooth above the belt line—yet the Kut-Ups feature lets it "ride along" with leg action as you sit, stand or walk. This shirt "Gets out of your lap when you sit down."—and what a comfort! Wear with any style short or brief.

HERE'S THE SECRET
The Kut-Ups Front Permits Shirt To Spread And Follow Body Movements Without Sliding Up. Stays smooth.

Lift that Lasts! WITH NEW Mac DEES!

Here's something men have longed for—a supporting front that gives gentle, lasting support! The cantilever front is an exclusive, patented MacDEE feature and men say, "It's marvelous!"



**The More Stretch...
The More Lift**

New Freedom, New Ease, New Lasting Comfort. And If You Drive a Car You'll Bless the Inventor! Choose your style—BRIEFS or MIDS.

Your Retailer Has Healthknit Kut-Ups and MacDEES or can Get Them For You QUICKLY! They're Made For Comfort!

Healthknit
Kut-Ups SHIRTS and MacDEE BRIEFS
Standard Knitting Mills Inc., Knoxville, Tenn.

**BEANS
TASTE better WITH
A-1 SAUCE**



FREE! Wonderful New-Type FLOUR SIFTER

Send no money. Just send in 10 wrappers or box-tops . . . 2 each from 5 of the products shown at bottom of page



- New kind! Funnel-shaped bottom!
- Sifts flour directly into measuring cup without spilling!
- Helps you get accurate measurements.
- 2-cup-size scoop to keep in flour bin!
- Saves time, work and scattered flour.

AT YOUR DEALER'S

GREAT HOUSECLEANING SALE!

TRADEMARKS REG. U. S. PAT. OFF. • PROCTER & GAMBLE



NOW! *Get something extra out of your spring cleaning!*

YOUR DEALER, thoughtful man, has arranged his greatest Housecleaning Sale! Everything you need for cleaning—and a *present* for you besides! Hurry to this sale and see how to get *your* handy, labor-saving New-Type Flour Sifter FREE!

IN THIS HOUSECLEANING SALE there's everything you need to perk up your house, freshen it up for spring! Crisp, clean curtains! Polished floors! Sparkling windows! The whole house spic-and-span and spotless clean, ready for a fresh start.

AMONG THE CLEANING AIDS YOU NEED, this great Housecleaning Sale features your friendly helpers, Oxydol, P and G Naphtha, Ivory Soap, Ivory Flakes, Ivory Snow, Dreet, Chipso and Camay—at prices you'll like! And this grand Flour Sifter as a gift in addition—a 50¢ value—*yours* without costing you a penny!

DON'T MISS YOUR CHANCE to profit by this great Housecleaning Sale! Look for your dealer's sale display!



DON'T WAIT! SEND IN FOR YOURS TODAY! DOESN'T COST A PENNY!

HOW TO SEND IN . . . Send no money! Get your FREE New-Type Flour Sifter just by sending 10 wrappers or box-tops—2 each from any 5 of the Procter & Gamble household helpers shown below. Mail with proper postage and your name and address printed plainly—to

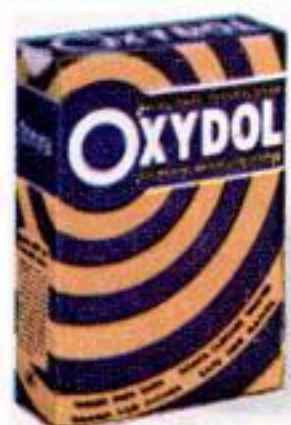
Flour Sifter, Dept. L, Box 536,
Cincinnati, Ohio

HURRY! This offer good while supply of Flour Sifters lasts.

THIS OFFER VOID IN KANSAS, MONTANA AND NEVADA

LOOK FOR YOUR DEALER'S DISPLAY!

Get these famous household helpers for your Spring Cleaning



OXYDOL—Fast, efficient, granulated soap gets clothes *white*! For housecleaning "extras" like bed-spreads, slip-covers.



P AND G—Unexcelled for cleaning woodwork, floors, mattress-covers, cotton bedding—practically every cleaning job. So economical!



IVORY SOAP—Your kind friend—pure, gentle Ivory—helps your hands stay smooth while you wash dishes, woodwork, fine painted surfaces.



IVORY FLAKES & IVORY SNOW—For washing curtains—and washing blankets so they'll be soft and fluffy when you put them away for summer.



CHIPSO—Safe, hard-working! Helps make cleaning easy! **DREET**—Marvelous suds for china, glassware, windows, draperies, rugs, linoleum.

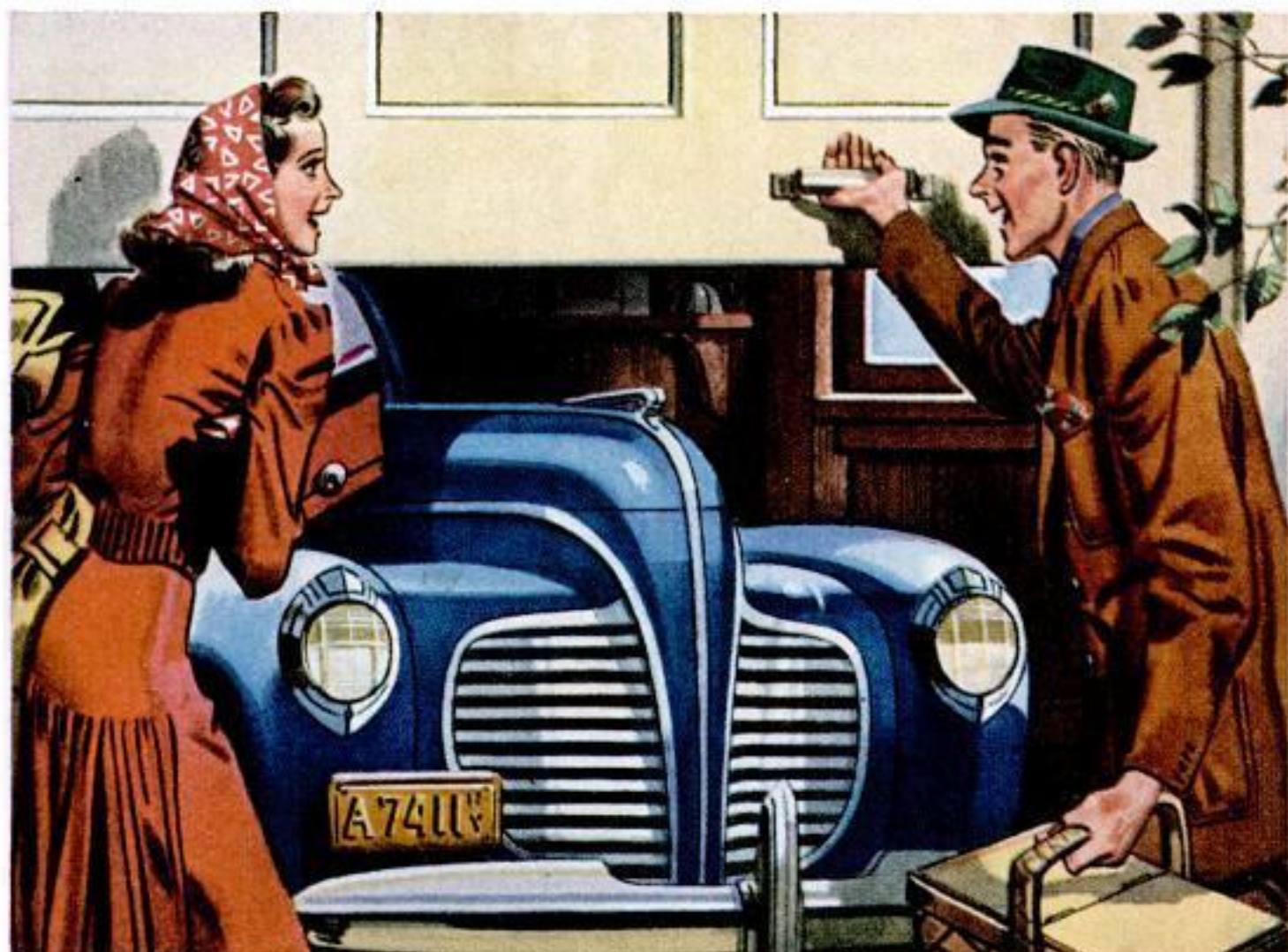


CAMAY—Spring cleaning or no—you want your complexion to look its loveliest. So don't forget to give your skin regular Camay beauty care.

"Every Spring We get the 'Travel Bug'"



1 THAT FIRST ROBIN—your first deep breath of warm, fresh, spring air! Doesn't it make you feel like "playing hookey"? You begin to THINK OF YOUR CAR—you yearn to get out and GO PLACES!



2 YOU FAIRLY ITCH to get behind the wheel. *But wait!* Right there, you realize the car'll run a lot better with a change to that improved Mobiloil—and with those winter squeaks ironed out. All it takes is a few minutes at your Mobiloil Dealer's—then you're on your way—your car sings along with a really FRESH START FOR SPRING!



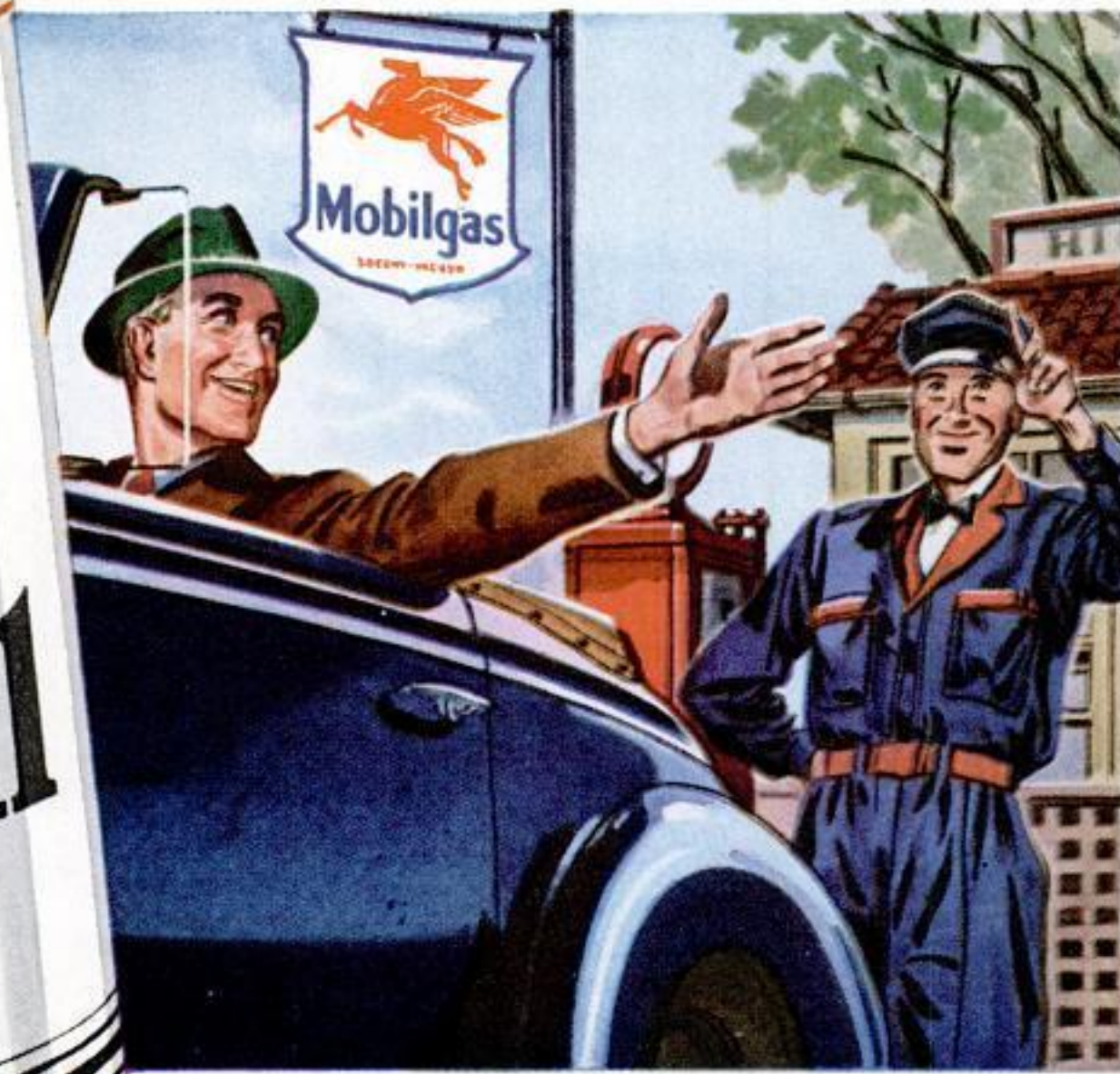
3 THIS IS THE LIFE! Not a worry in the world—and that includes the car. She's all set for wonderful spring trips—and she's protected for summer driving. You bet it pays to START FRESH!

GIVE YOUR CAR A FRESH START

EVERY THOUSAND MILES



4 HERE'S WHAT WE MEAN by a "Fresh Start":
First—improved Mobiloil for your crankcase—it cleans as it lubricates! *Then*—scientific lubrication for your chassis—famous Mobilubrication. *Next*—your gear oil checked, Mobiloil Gear Oil added, if necessary. *Fourth*—your radiator cleaned and conditioned. *Finally*—plugs, lights, battery—*everything 100% serviced!*



5 WHAT A FRESH START MEANS TO YOU: You'll have a car that's revitalized ...that handles like a charm—really fun to drive again. And you'll know Mobiloil is protecting your engine—retarding dangerous wear.
SOCONY-VACUUM OIL CO., INC., and Affiliates:
Magnolia Petroleum Co., General Petroleum Corp. of Calif.
COPR. 1941, SOCONY-VACUUM OIL CO., INC.



Whether of silk or nylon... every pair made with loving care... to bring you glamour, beauty, extra wear... Preferred by millions of women... Sold by over 6000 stores, coast to coast. SILK 79¢ to \$1.25—NYLON \$1.35 and \$1.50

DEPEND

ON JERIS... KEEP YOUR HAIR FREE FROM LOOSE DANDRUFF



with this common-sense hair tonic

JERIS

ANTISEPTIC HAIR TONIC

At All Drug Stores and Barber Shops

LETTERS TO THE EDITORS

(continued)

you did! One warm day in 1939 at the Golden Gate International Exposition, San Francisco I came upon her resting on the wall of Pacifica's fountain—a tired but lovely majorette of the official band of the Exposition.

FRANCES S. ROBSON
Vina, Calif.

Forest Fire

Sirs:

I am quite concerned about the oil painting *Forest Fire* in LIFE, March 31, painted by Mrs. James Summers. I can't for the life of me figure out how she could have painted it "from memory of a fire she saw," when it coincides in every minute detail with an oil painting which was given to me by my housekeeper, Mrs. Olive Hartee, aged over 50, who claims that her father, Simon Henry Kneihy, painted it when she was a very young girl.

MIRIAM GOOD LOHMANN
Akron, Ohio



MRS. SUMMERS' PAINTING

Sirs:

It is incredible that two people could stand in the same spot, watch a fire, and reproduce it on canvas, when one person is in Wisconsin and the other in California. Yet, such seems to be the case, for I have an oil painting identical with that of Mrs. Summers, which we have always understood to be of a fire near Camino, done over 30 years ago by my grandmother, the late Lena Etzel of Roseville, Calif.

NADINE C. HAGGLUND
Sacramento, Calif.

Sirs:

In 1929 my wife's sister painted a forest fire scene which looks exactly like Mrs. Summers' painting. The painting now hangs in our living room and there can be no mistaking the likeness. Tree for tree, smoke puff for smoke puff, it is the same.

ERIC CHOYCE
Toronto, Ontario

Sirs:

Hanging on the wall of my living room is a hand-embroidered picture which I obtained in 1917 in Nagasaki, Japan. It is identical with that of *Forest Fire*.

A. MASNERI
Oakland, Calif.

Sirs:

I happen to know that there is an enlarged duplicate of this picture hanging in the lobby of the Adolphus Hotel in Dallas, Texas.

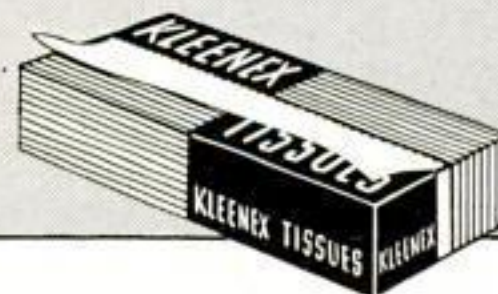
CHARLES E. HOTT
Cleveland, Ohio

● Neither LIFE's Mrs. Summers, nor Reader Lohmann's housekeeper's father, nor Reader Hagglund's grandmother, nor Reader Choyce's wife's sister, nor any other friend or relative of readers writing letters to LIFE, painted the picture. All of these artists copied an original painting, called *A Forest Fire*, painted by a celebrated Russian artist named Demishoff-Uralsky, a famous mineralogist and scientist as well as an artist. The painting was exhibited at the St. Louis World's Fair in 1904 and was published by the St. Louis *Globe* on Nov. 13, 1904.—ED.

"TELL ME ANOTHER" AND WIN \$5.00

says **KLEENEX**

We will pay \$5.00 for every "Kleenex True Confession" published. Mail to KLEENEX, 919 North Michigan Avenue, Chicago, Illinois.



"DON'T PUT A COLD IN YOUR POCKET"

MY SWEETHEART CRIED. SO NOW I'M SMART! I USE SOFT **KLEENEX** INSTEAD OF HANKIES... USE EACH SHEET ONCE... THEN DESTROY IT.

(from a letter by M. G., Baton Rouge, La.)



BRINGING UP BABY!



(from a letter by D. B., Burbank, Calif.)

* Read About Delsey Below

I Know My Necking

AFTER LINGERING IN LOVERS' LANE, IT'S EASY TO REMOVE ALL TRACE OF LIPSTICK SMEAR BECAUSE I KEEP A BOX OF **KLEENEX** IN THE GLOVE COMPARTMENT OF MY CAR!

(from a letter by J. McG., Providence, Ky.)

KLEENEX* DISPOSABLE TISSUES

Delsey is soft like Kleenex



DELSEY* TOILET PAPER

soft like Kleenex Tissues
double-ply for extra strength

3 ROLLS FOR 25¢ - 12 ROLLS FOR 97¢

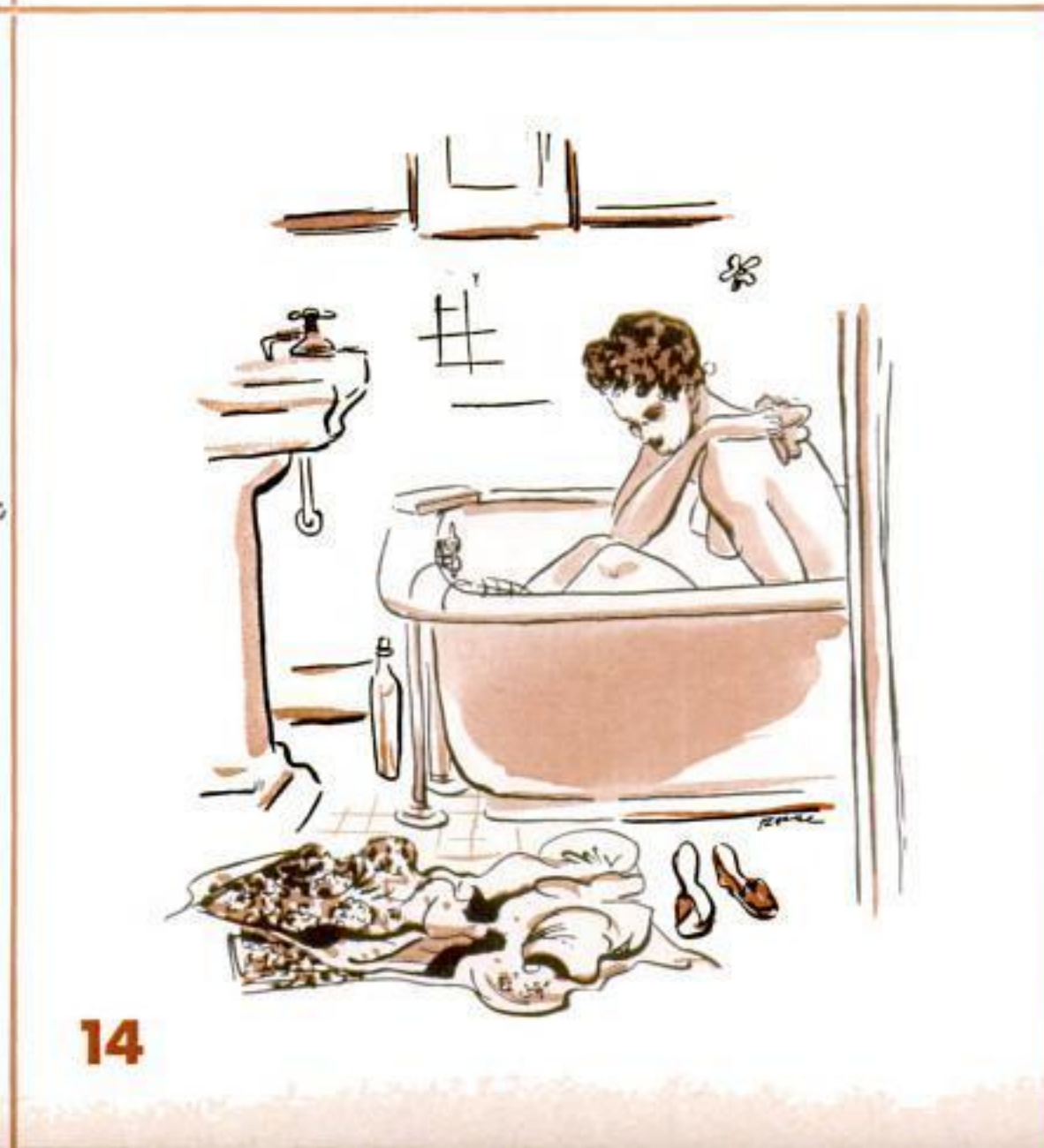
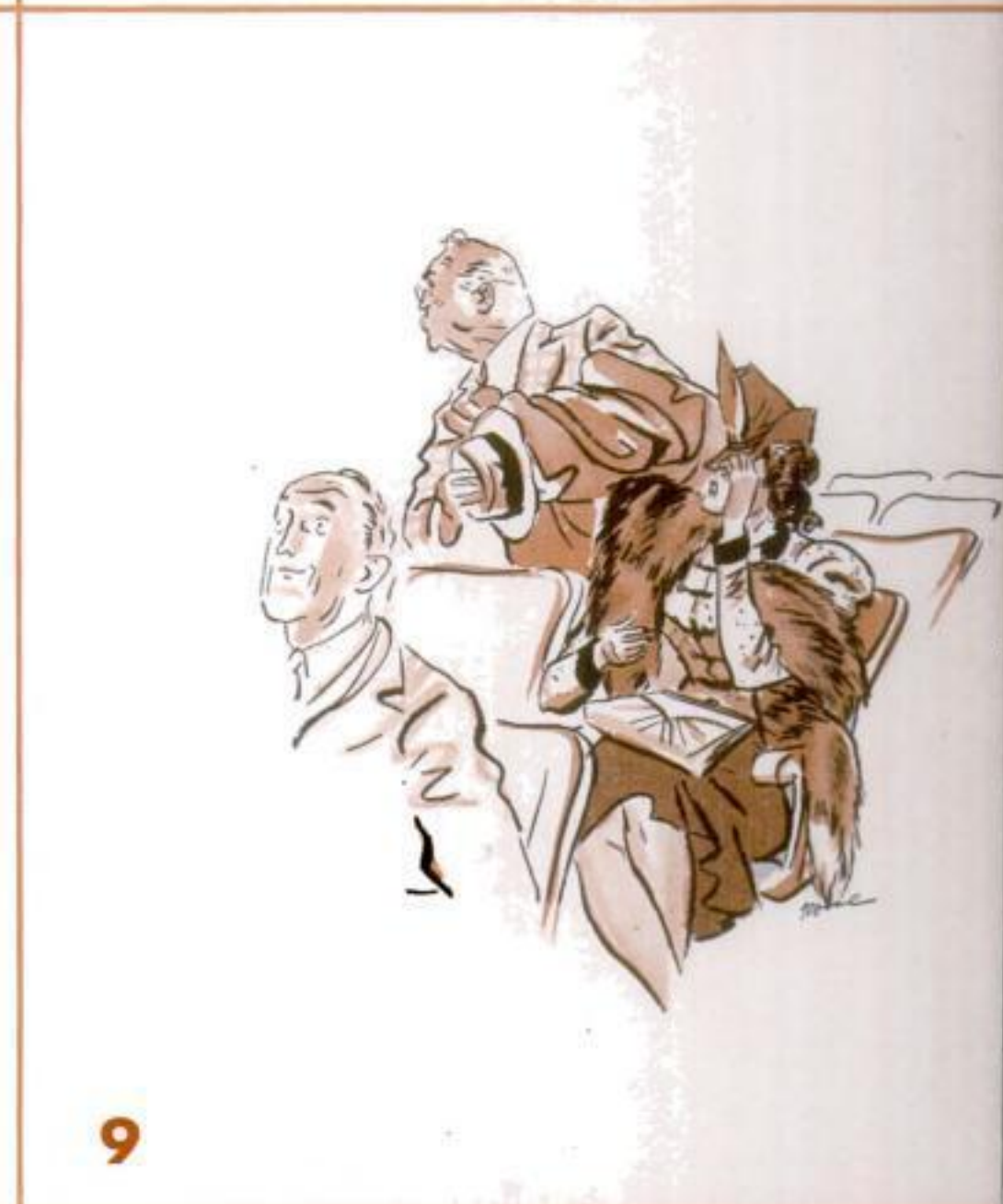
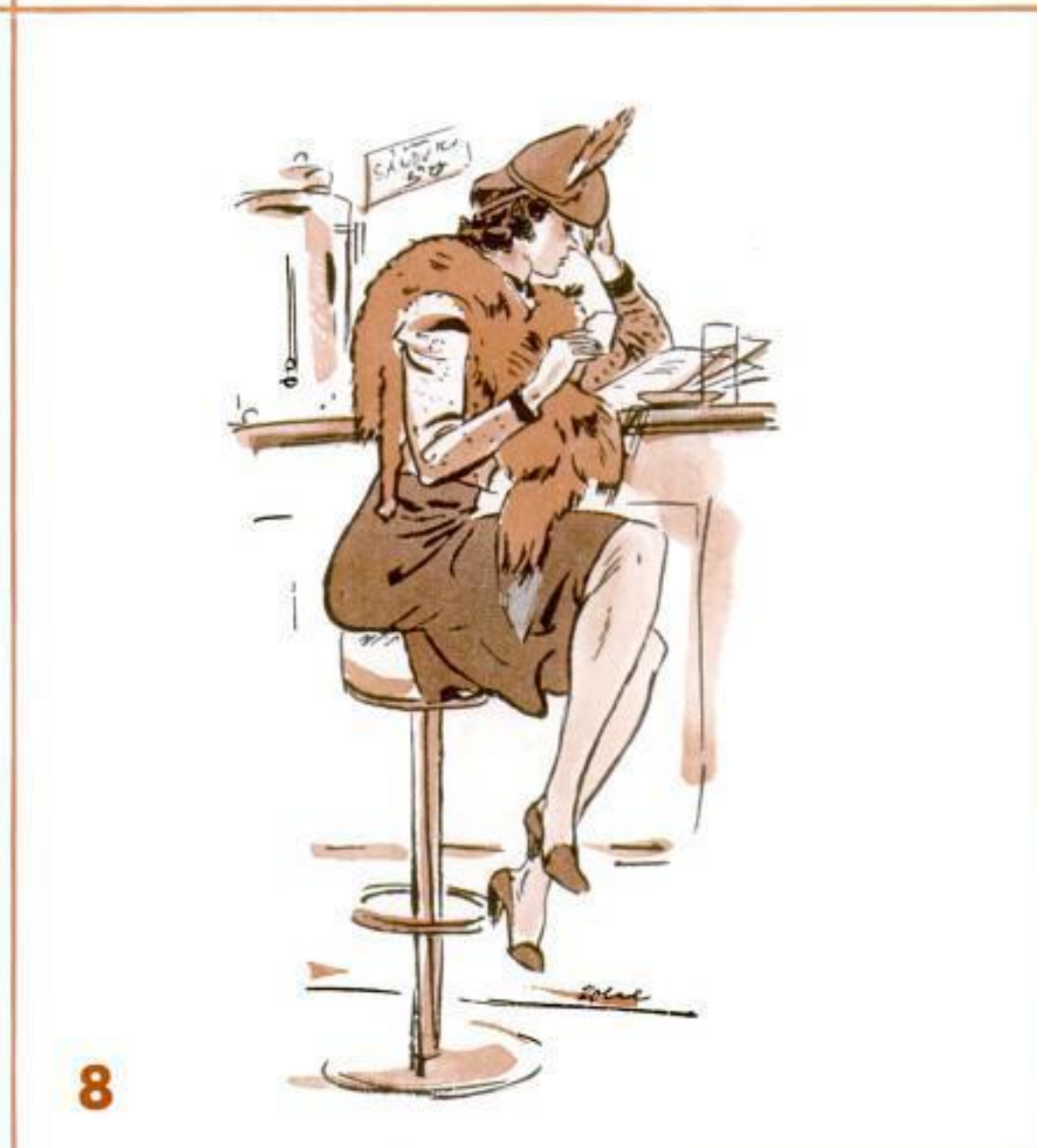
(*Trade Marks Reg. U. S. Pat. Off.)

SPEAKING OF PICTURES . . .

. . . THIS IS A DAY IN BABE'S LIFE

Babe is the creation of Herbert F. Roese, New York illustrator whose drawings have enlivened the pages of many a magazine and of Thorne Smith's *Topper* books. Mr. Roese knows girls like Babe, thinks they play a useful part in modern life and believes most people misunderstand them. In an unpublished book he has drawn one of Babe's average days in a big city.

Babe is good or bad depending on what you mean by good and bad. Married young and now divorced, she has a little alimony, sometimes works as receptionist or hat-check girl. But



her main job is to be a pretty, sympathetic companion to men, usually elderly, who generally give her some worthy token of their appreciation. Babe isn't mercenary and she has firm ideas about the limits of a companion's duties.

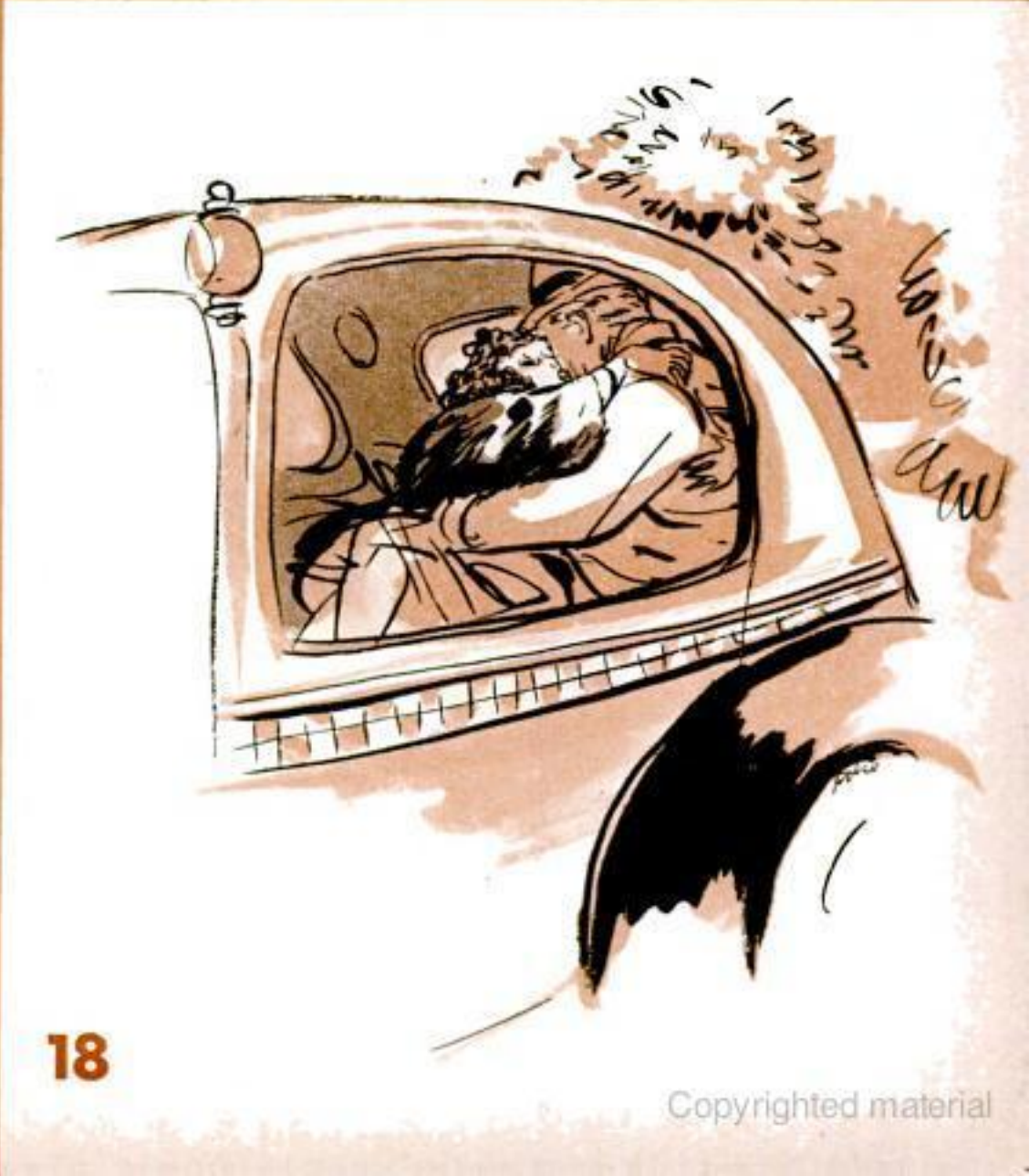
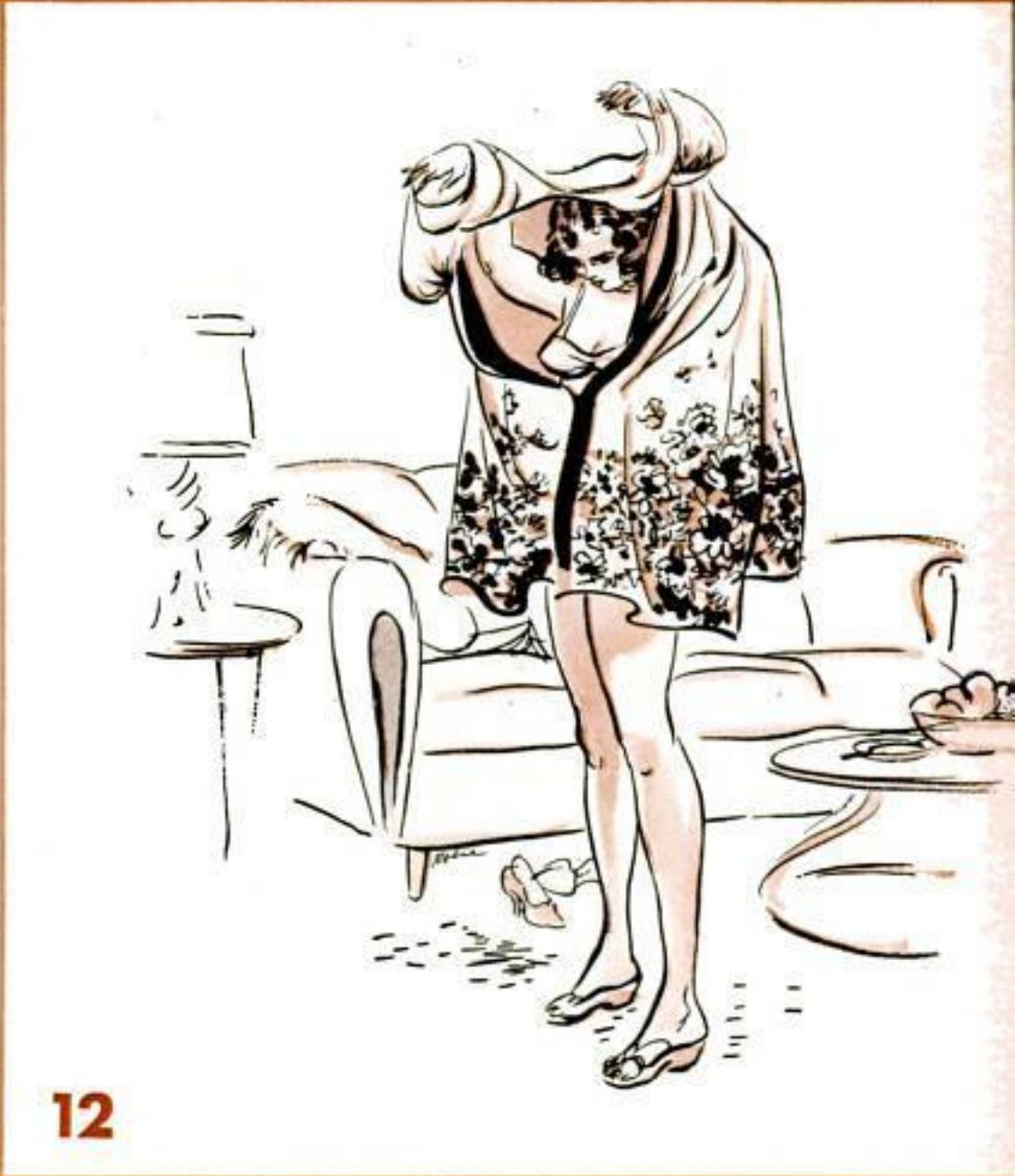
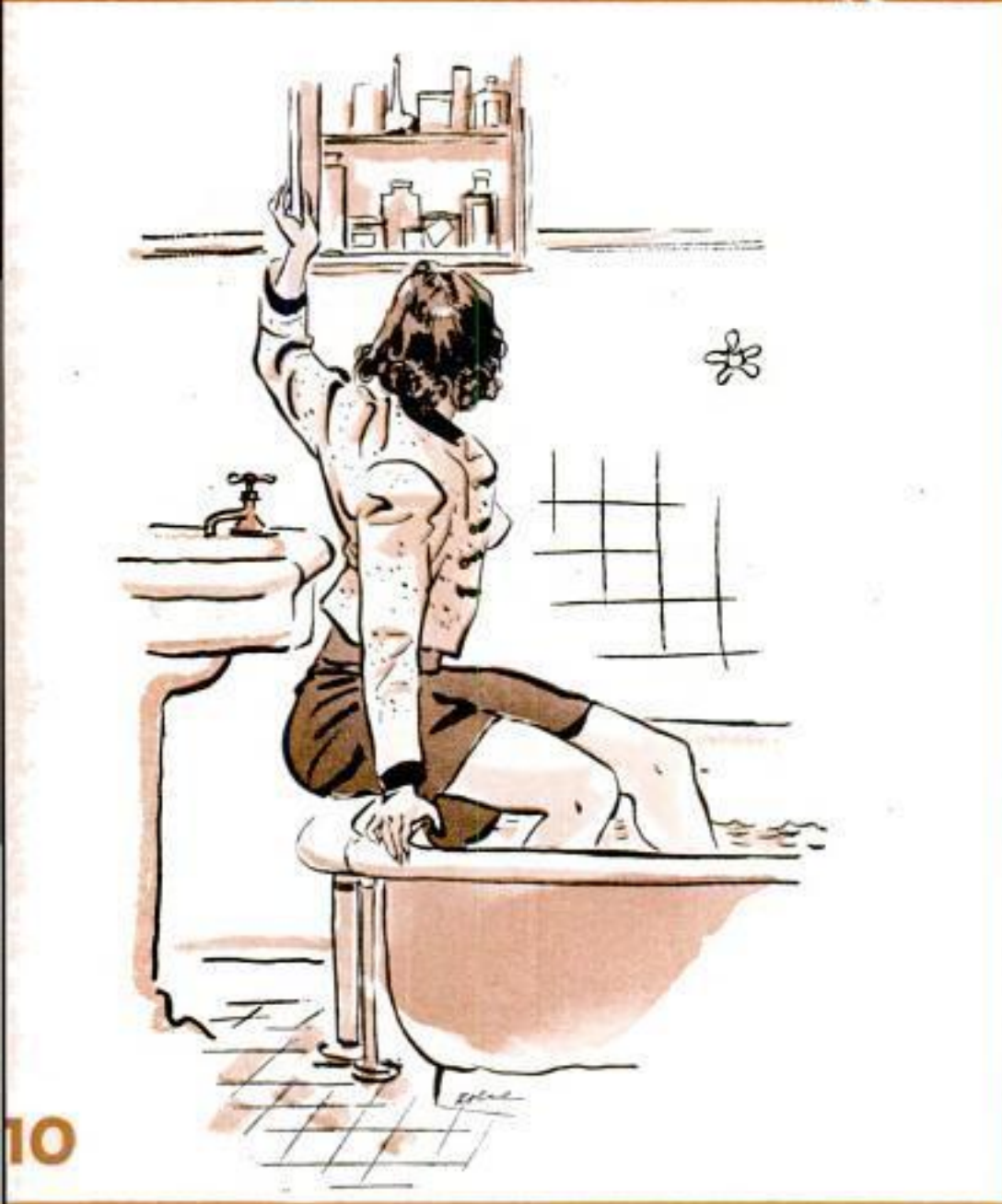
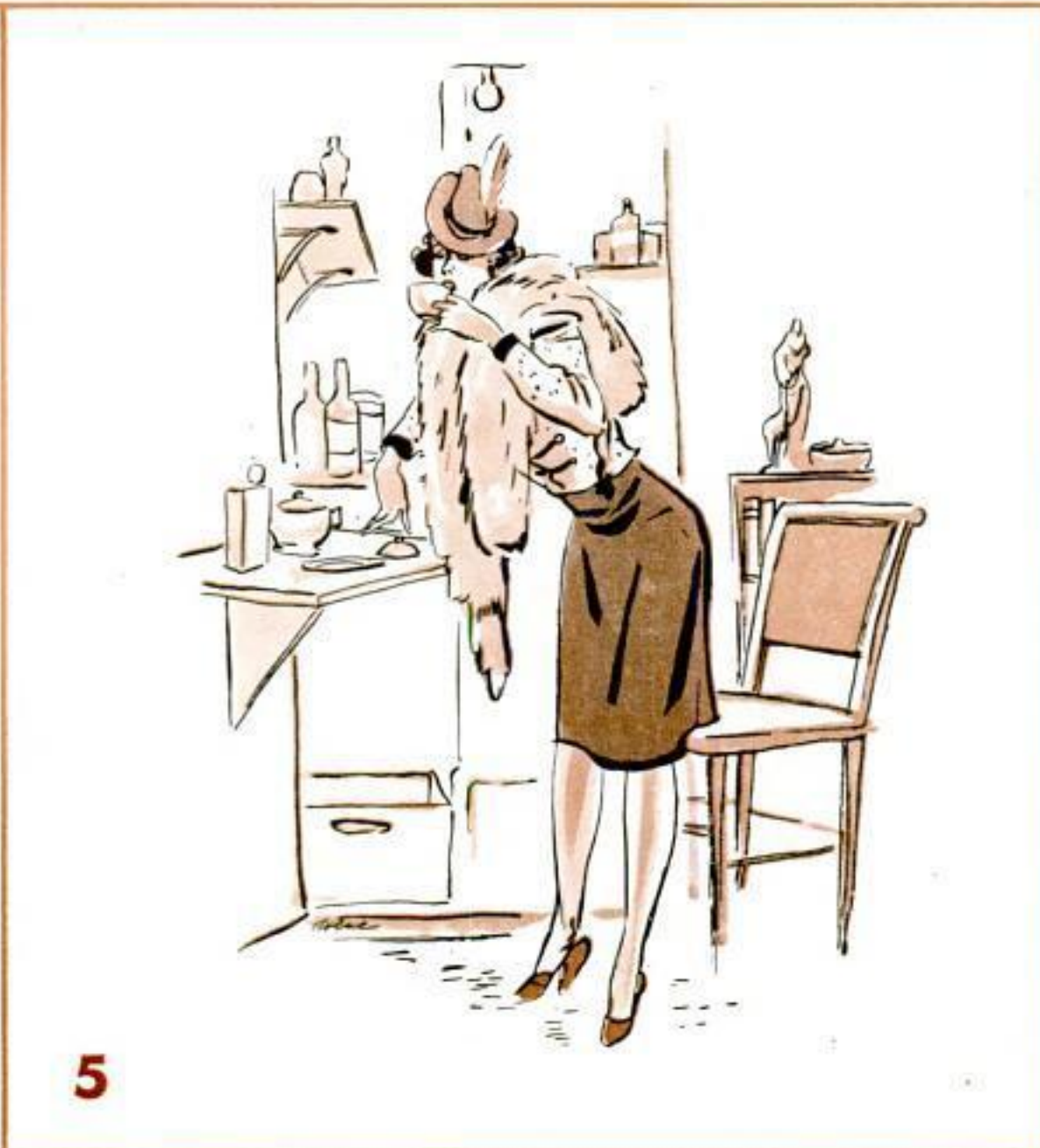
Babe gets up in mid-morning in her one-and-a-half room apartment and rushes down to an employment agency more to satisfy her conscience than to get a job. After a quiet afternoon at a movie, she goes home to fix her own dinner, lounge around reading and take a bath. Then a gentleman friend telephones an in-

itation. Babe goes to a night club where, mostly, she listens to her friend talk. On the way home she pays off his hospitality with kisses but, when he gets advanced ideas, she keeps him out of her apartment. Flopping on her sofa, she woozily discovers that her dress is torn and drops discouraged into bed.

Artist Roese likes Babe because she is an honest and self-reliant girl, neither a gold digger nor a pushover. People who don't know Babe very well, think that she leads a very gay and carefree life. Mr. Roese thinks that it is really a melancholy life.



ARTIST ROESE IS BABE'S FRIEND





Dear Mother:

Four more wonderful days here—Extra days because we flew! By far the easiest way to travel with the children and they were simply wild about the trip

love Anne

P.S. We bought the tickets on the airlines easy installment plan!

Mrs. F. S. Graham
19 Chestnut St.
Lawrence,
Kansas

THIS SPACE FOR ADDRESS ONLY



Easiest way to have more Fun

INCLUDE Air Travel in your vacation plans this year! Air tickets for the family are the finest buy you can make, every way you figure.

Vacation days are the most precious gems of the year's three hundred and sixty-five.

Why waste a single one of them in unnecessary travel when you are only a few hours, overnight at the most, from anywhere you want to go—by air.

And the convenience of traveling with children, this smart, modern way! A steward or stewardess to care for them—a beautiful map unfolding beneath to keep them occupied—the most thrilling experience of their lives, one they'll never forget!

Even before the youngsters have time to tire and fret, you're there, at destination—after the easiest, most pleasant and restful trip you ever had.

The cost? There you've got a pleasant surprise! Air fares are in line with the best surface transportation—and there are no meals to buy, no tips, no extras. And you can buy your air tickets on the new Air Travel Credit Plan if you wish—with a year to pay in easy monthly installments.

Decide now to fly *there* and *back* on this vacation. When you see what a superlative bargain you've made, you'll be bound to agree with the millions who say—"Anyway you figure—It certainly *Pays to Fly!*"

Write for the free illustrated booklet which tells the dramatic story of this nation's great Air Transport system. Address: AIR TRANSPORT ASSOCIATION
135 South La Salle Street, Chicago, Illinois

Ask Your Travel Agent

It's *easy* to buy an air ticket to any point on the domestic or international airlines. Simply phone or call at any Travel Bureau, Hotel Transportation Desk, or local Airline Office, for airline schedules and fares or general information.

IT PAYS TO FLY

This educational campaign is sponsored jointly by the 17 major Airlines of the United States and Canada, and Manufacturers and Suppliers to the Air Transport Industry

**SPEAKING OF
PICTURES**
(continued)



19



20



21



22



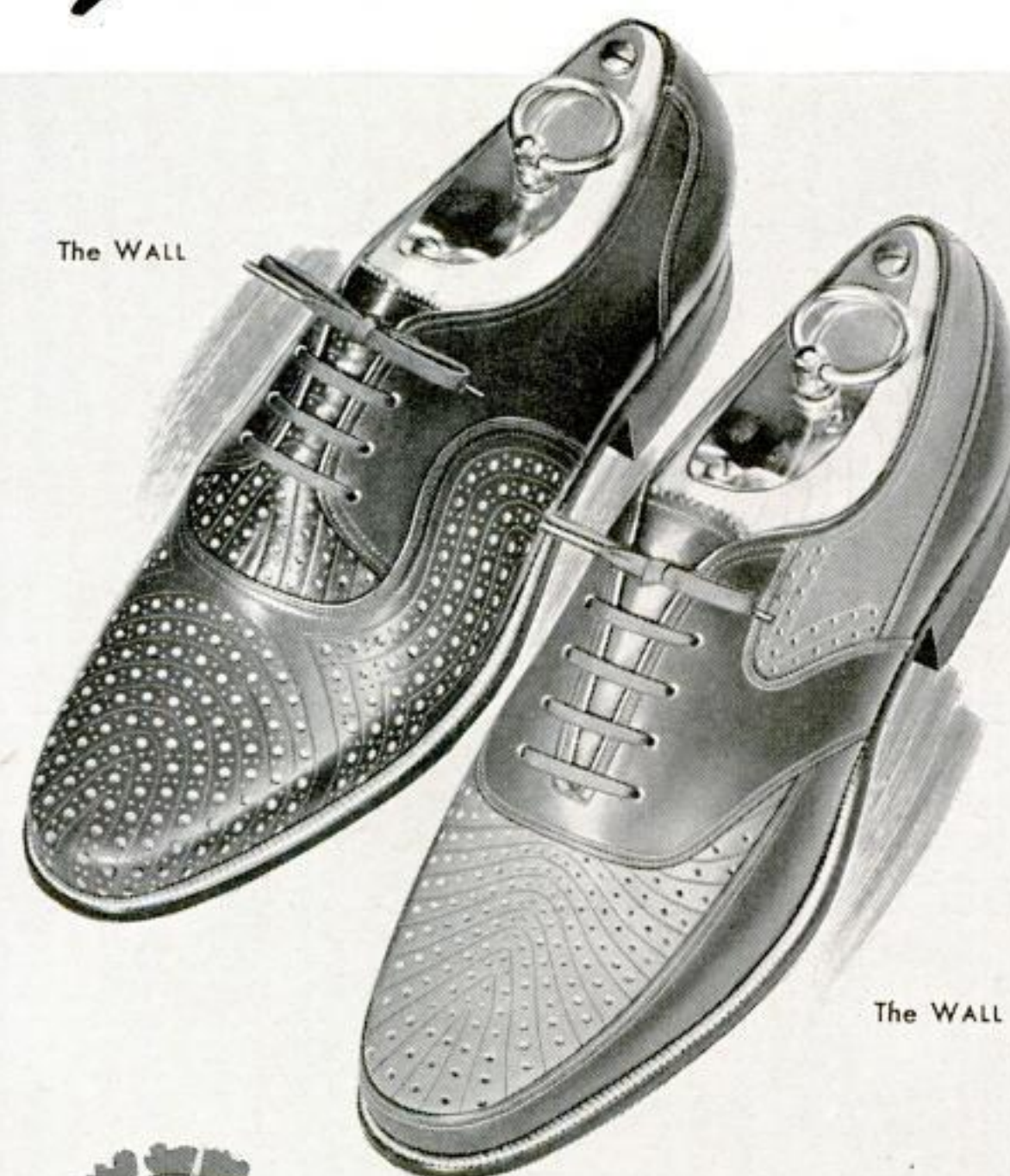
**KEEP YOUR TEMPERATURE DOWN AND
YOUR ENERGY UP IN**

FLORSHEIM

Ventilateds

"You wouldn't wear an overcoat in ninety-degree weather . . . why wear winterweight shoes that seal the heat in? Our most grateful customers are the ones who took a friendly, timely tip and changed to Florsheim Ventilateds."

Your Florsheim Dealer



Florsheim pioneered the field of Ventilated Shoes, and Florsheim designers perfected a type that actually reduces foot-temperature by twenty degrees!

This exclusive construction is now available to you in the smartest 1941 styles . . . every shoe punched through for air and stitched through for extra wear.

Most Styles \$8⁹⁵ and \$10

THE Florsheim SHOE

The Florsheim Shoe Company, Mfrs., Chicago • Makers of Fine Shoes for Men and Women

**"I'M TELLIN' THE WORLD
WHY I FEEL SO SWELL!"**

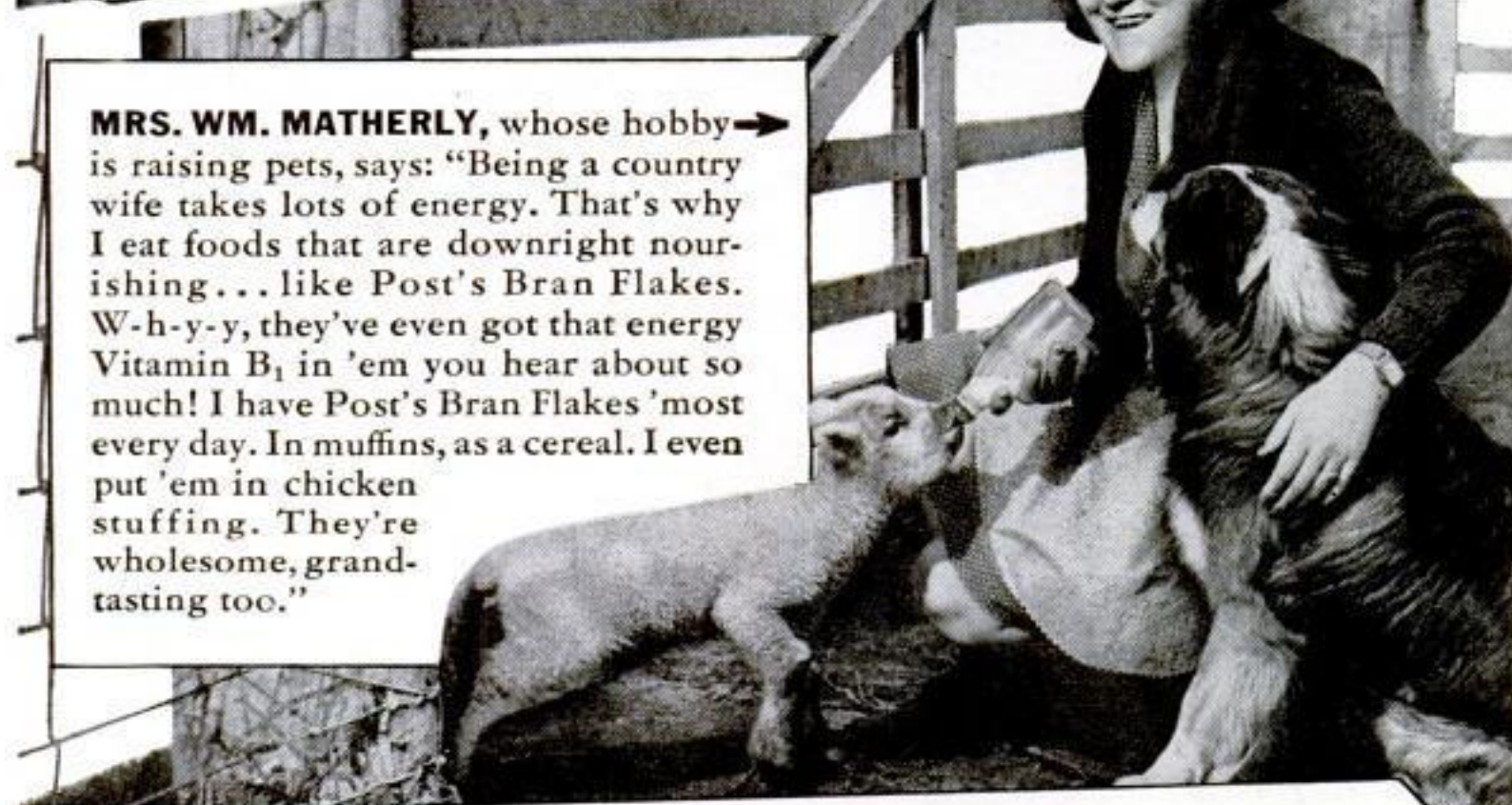


FRANK MILLER, → trouble-shooting telephone lineman, says: "I used to feel like a 'plug nickel.' I was logy, listless, down on the world. Then, I tried Post's Bran Flakes. I started feelin' swell, full of zip, my trouble was over. Now, I wouldn't start the day without a big bowlful of Post's Bran Flakes!"



← **MRS. LARRY CANNADA,** mother of 3 strapping youngsters, says: "I've got many hungry mouths to feed in my family. But breakfast is one meal I don't worry about. For everybody just loves Post's Bran Flakes... topped with fresh or stewed fruit. I always get calls for seconds, even thirds. And it's no wonder. 'Cause Post's Bran Flakes really taste different. They have a nut-like flavor that's simply DELICIOUS!"

GRAND FOR
MUFFINS TOO!
HOME-TESTED RECIPE
ON EVERY PACKAGE



MRS. WM. MATHERLY, whose hobby → is raising pets, says: "Being a country wife takes lots of energy. That's why I eat foods that are downright nourishing... like Post's Bran Flakes. W-h-y-y, they've even got that energy Vitamin B₁ in 'em you hear about so much! I have Post's Bran Flakes 'most every day. In muffins, as a cereal. I even put 'em in chicken stuffing. They're wholesome, grand-tasting too."



**Are you getting the 3 extra benefits found
in Post's 40% Bran Flakes?**

1. YOUR DAILY BULK—
Eaten every day as a cereal or in muffins, Post's 40% Bran Flakes provide you with bran, a natural regulator, to help protect against sluggishness due to lack of bulk in your daily diet.

2. VALUABLE FOOD ESSENTIALS.
Post's Bran Flakes, made with choice parts of sun-ripened wheat, supply you with phosphorus for the

teeth and bones... iron for the blood... and Vitamin G!

3. VITAMIN B₁ GENEROUSLY ADDED.
You need Vitamin B₁ every day. Yet most modern diets do not contain enough of it. A one-ounce serving of Post's Bran Flakes with milk gives you up to 1/4 of your minimum daily need, a third extra benefit at no extra cost. Ask your grocer for a large size package of Post's Bran Flakes today!

RADIO HIT! "Portia Faces Life," Monday thru Friday.
See your newspaper for time and station.

A Post Cereal made by General Foods

♪ LIFE IS SWELL ♪ WHEN YOU KEEP WELL ♪

LIFE'S REPORTS

A RADIO VOICE REPORTS ON HOLLAND

by ONNO LIEBERT



The voice of Onno Liebert (left) is well known to Dutch radio listeners. Now 25, he was an announcer for the big General Broadcasting Society of Hilversum, Holland, for four and a half years before and after the German invasion. Last December, disguised as a sailor, he escaped by ship from the Netherlands to Sweden. From Stockholm he made his way slowly by land and sea across Russia, Japan and the Pacific to the U. S. Recently his former Dutch listeners have begun hearing his familiar voice again over the short-wave radio programs of Station WRUL in Boston.

A short time before I escaped from Holland, I was bicycling with a friend near Hilversum when we saw a German and a British plane fighting overhead. A few minutes later one of the planes fell and crashed some distance away. We peddled as quickly as we could to the spot, but were halted by a German soldier several hundred yards from the wreck. We tried another road and another German sentry stopped us. With our curiosity now fully aroused, we hid our bicycles, set out by foot and reached a wood from which we could see the plane. The insignia on its fuselage was unmistakable. It was the black-and-white cross of Germany.

The next day we decided to have a closer look at the plane. To our amazement no German soldiers stopped us. The reason was soon apparent: overnight the German plane had become "British." The black-and-white crosses had been removed and the red-white-and-blue insignia of the R. A. F. had been painted on in their place.

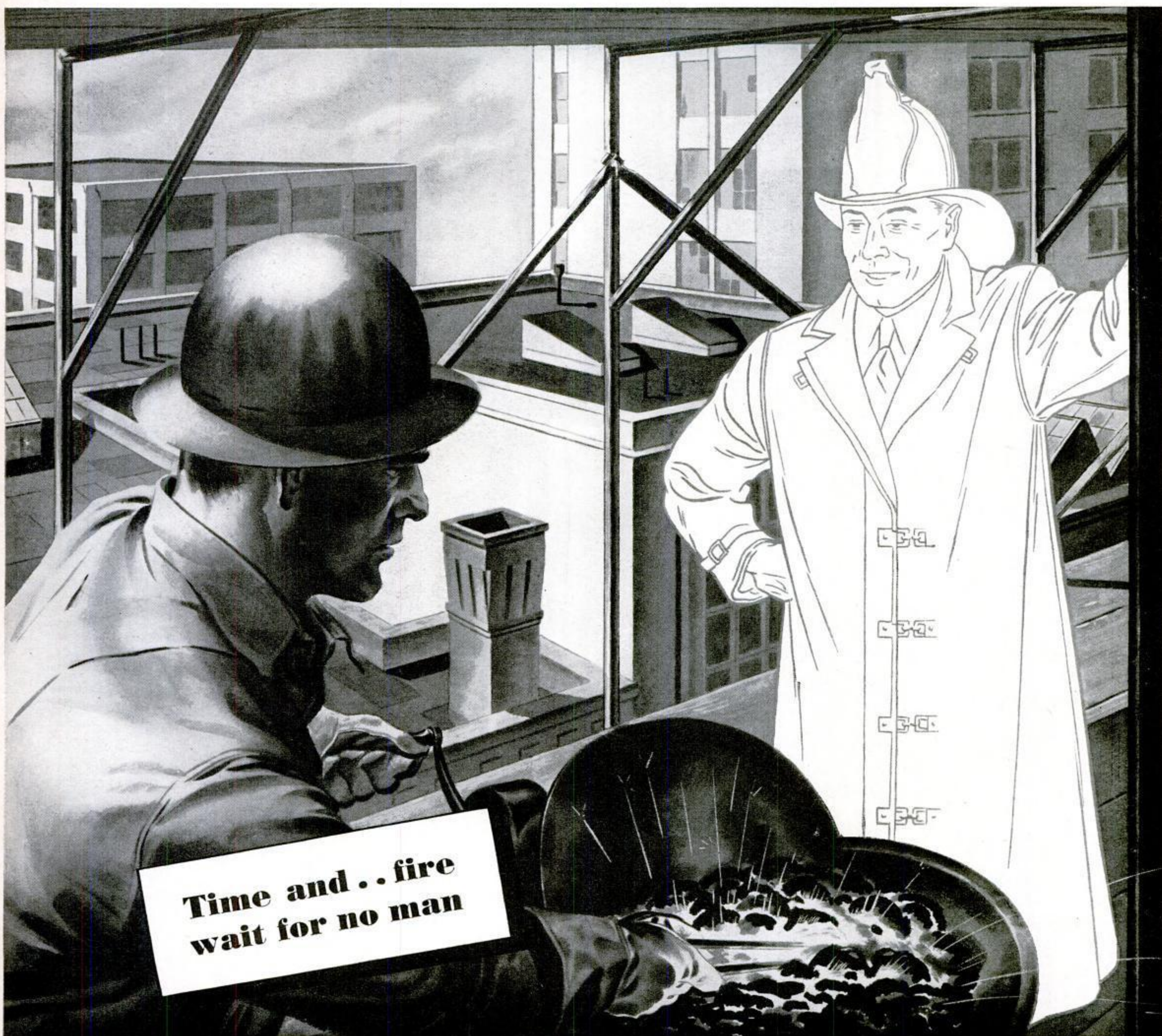
Because of the nature of my work I was able to observe other ways in which the Nazis tried to crush Dutch resistance and destroy Dutch morale. As an announcer for the General Broadcasting Society of Holland at Hilversum, I was relatively free to travel about Holland after the German occupation.

One day in late June a British warship appeared off the Dutch naval base at Den Helder. British Tommies and "Free Dutch" marines went ashore in what was, I believe, the first Allied raid on German-held territory. That night the R. A. F. bombed the Den Helder base and drydocks for an hour. Shortly after the British planes retired, another group of bombers came over. The German anti-aircraft batteries were strangely silent; no searchlights tried to ferret out the attackers. Only the residential districts of Den Helder were bombed. The next day the Germans in control of our radio station ordered me to drive to Den Helder to make a broadcast on the spot of "the civilian damage caused by the R. A. F." As a German officer accompanied me, I was able to see the damage, but was unable to speak to the civilians.

A few days later I met several men from Den Helder privately. They said that the bombers which had raided the residential areas of Den Helder had been German, not British, and that the Luftwaffe had purposely carried out this camouflaged raid in an attempt to make the Dutch blame the R. A. F. for their suffering.

Another trick the Germans use is to park their gasoline trucks in the residential streets of towns which have neighboring airdromes. When the British damage some of the houses in an attempt to hit the trucks, the Germans shriek "murder." On two visits to Deventer last summer I saw a German Red Cross train parked in the middle of what was then the only bridge connecting Germany and the Netherlands by rail. When the R. A. F. raided this important mili-

CONTINUED ON PAGE 18



**Time and .. fire
wait for no man**

IN the construction of a new plant, every day counted. The owners were anxious to get it completed and start production. Delays could prove costly. The White Fireman* pointed out that fire was a delay-factor that should not be overlooked; he urged the use of non-combustible scaffolding.

The White Fireman's recommendation was adopted. Later, a fire started. The non-combustible scaffolding gave it little to feed upon, and it was readily extinguished. The damage was negligible . . . and the construction went ahead without any interruption in the schedule.

The White Fireman's fire-prevention engineering experience is constantly helping North America Policyholders to achieve greater safety for their property . . . and, frequently, worthwhile reductions in their fire insurance costs.

*THE WHITE FIREMAN symbolizes the loss-prevention engineering service maintained by this Company to the advantage of policyholders. It is available through any North America Agent or your insurance broker.

North America Agents may be found in the Classified Telephone Directories under the name and identifying "Eagle" emblem of . . .



Insurance Company of North America

PHILADELPHIA

FOUNDED 1792

This oldest American fire and marine insurance company and its affiliated companies write practically every form of insurance except life

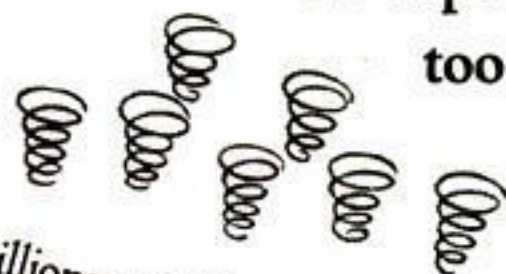
CAPITAL: \$12,000,000 · LOSSES PAID: \$457,000,000

CIRCLE TREAD Ozite RUG CUSHION

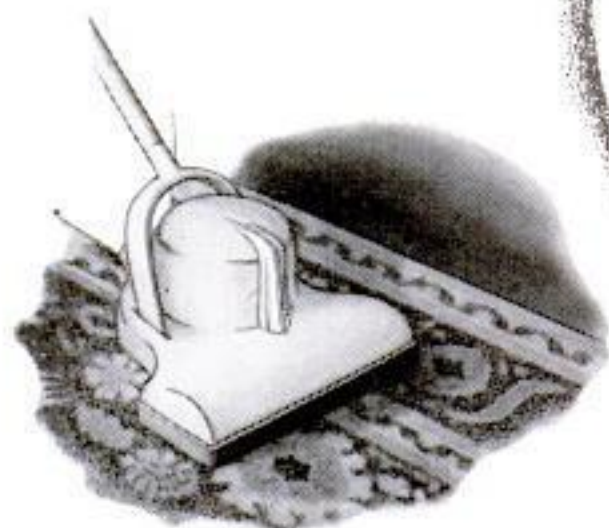


makes one rug last as long as 2 or 3...
so Circle Tread OZITE really
doesn't cost a cent considering
what it saves!

Insist on
Circle Tread
OZITE
and you'll
save the price
of the rug!
And your rug
will feel twice
as expensive,
too!



puts millions of "hair springs" under
your rugs...soft and bouncy to walk
on, makes even *inexpensive* rugs
feel luxurious!



provides an air space *under* the rug
so your vacuum cleaner can *really*
get the dirt out. Increases the
efficiency of your cleaner... keeps
colors brighter.

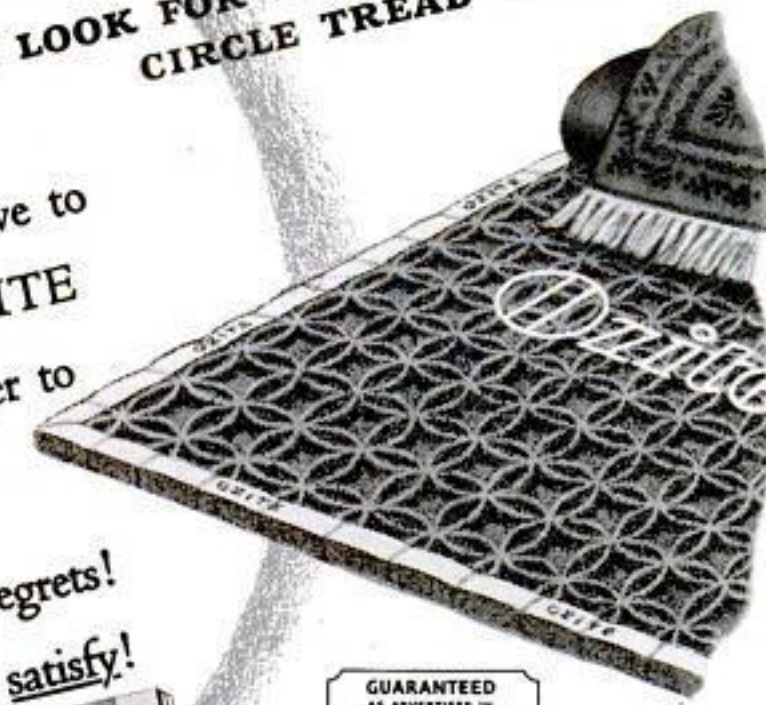
Circle Tread Ozite is sold
under a guarantee of satisfaction
by the largest manufacturer of
quality rug cushions. Three
weights to meet every budget.
Made of real hair, with adhesive
fabric center. Sterilized by
"Ozonizing." Permanently
mothproofed. Sold everywhere.



LOOK FOR THIS
CIRCLE TREAD DESIGN!

if it isn't real OZITE, you may have to
buy another pad long before *real* OZITE
would wear out! It's cheaper and safer to
insist on genuine Circle Tread Ozite.

Buy the best... know no regrets!
Circle Tread Ozite is guaranteed to satisfy!



GUARANTEED
AS ADVERTISED IN
Good Housekeeping
Magazine

Send for FREE Booklet
on Care of Rugs and Carpets
Loads of valuable information on
care of rugs and carpets. Ask for
Booklet 109, sent free with sample of
Circle Tread Ozite. Address Clinton
Carpet Co., Merchandise Mart, Chicago.

LIFE'S REPORTS

(continued)

tary target, the German press
cried that the British bombed
Red Cross trains.

These tricks have failed ut-
terly to turn the Dutch against
the British. In the studio one
day I spoke with a violinist
who had lost his sister and
daughter in a British air raid.
"It is a tragic personal loss,"
he told me, "but our time will
come to take vengeance on the
Germans." Then he clenched
his fists and walked into the
broadcasting studio. A few
minutes later I saw him playing
a little German ditty over the
air.

Our broadcasting station was
taken over by 30 Germans,
mostly from the staff of the
Berliner Rundfunk station, on
the day after the Dutch Army
surrendered. With them they
brought enough transcribed
programs in Dutch to last two
weeks. Although none of these
men had previously been in our



HILVERSUM RADIO STATION

station, the largest in Holland,
they knew their way around
perfectly.

The first order we received
from our new German bosses
was to stop all broadcasts of
music by British, Jewish and
French composers. Otherwise
we were supposed to carry on
as usual. Our news announcers
were allowed to continue to
say whatever they pleased—ex-
cept that a German soldier al-
ways walked a few paces behind
them with his hand on his re-
volver. As a result my news
broadcasts were somewhat hesi-
tant. One of the German offi-
cers, puzzled by the tone of my
voice, asked me whether I al-
ways spoke with so little en-
thusiasm. One of our news
announcers always cleared his
throat after reading each claim
in the German communiques.
The Germans soon caught on
to this trick and my friend was
discharged.

Everybody listens to the news

"May there aye be
a Scotland, too!"



In kilts of wartime
green, Clan Gordon makes a
toast that finds full echo here.
And may there always be
Teacher's too, and the abil-
ity to appreciate its quality.

Made since 1830 by
Wm. Teacher & Sons, Ltd., Glasgow

"It's the
flavour"



TEACHER'S
Perfection of Blended
SCOTCH WHISKY

SOLE U. S. AGENTS: Schieffelin & Co.
NEW YORK CITY • IMPORTERS SINCE 1794

CONTINUED ON PAGE 21

An entirely different kind of Refrigerator— Inside and Out—FRIGIDAIRE COLD-WALL

See Frigidaire's Cold-Wall Refrigerator, with chilling coils in the walls. Only Frigidaire has it.



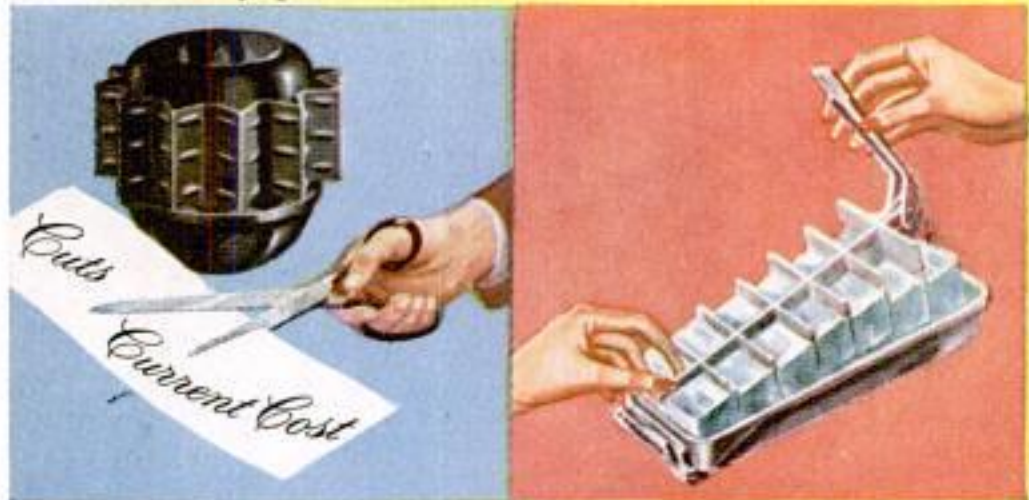
New! Super-Freezer Chest!

Gives you extra-large space for frozen foods, making desserts and freezing ice cubes. Also a new, scientific Meat Tender Compartment with a shelf for sliced meats and a tray for large cuts. Door forms Drop-Leaf Shelf.



Super-Moist Hydrators!

Because these Glass-Topped Sliding Hydrators are kept extra-cold by chilling coils around them you get the steady, extra-moist cold necessary to preserve the freshness of many perishables.



Exclusive Meter-Miser and Quickube Trays!

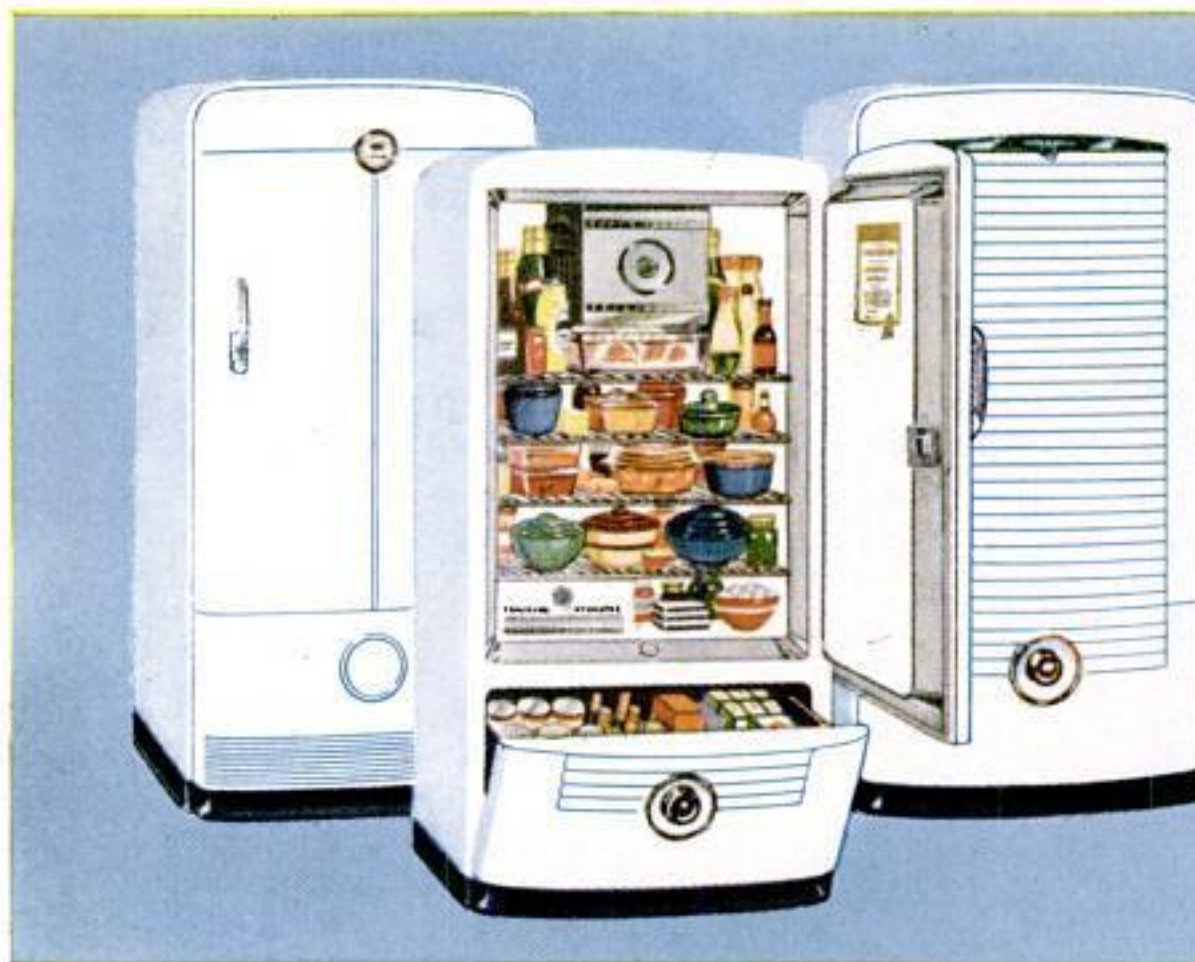
Simplest refrigerating mechanism ever built insures permanent quietness and current savings. Super-powered. Sealed in steel. Never needs oiling. Refrigerates with Frigidaire's exclusive, safe F-114 . . . Try Quickube Trays, and you'll agree they're best. **Built-in** handles release both the trays and the cubes. No separate pry-bars, or other gadgets, to lose or misplace. Ice, the instant you want it.



You Don't Even Have to Cover Foods in the Amazing Cold-Wall!

The amazingly convenient Frigidaire Cold-Wall keeps everything for days longer than you ever thought possible. Chilling coils in the walls provide the still, moist, constant cold that is essential for protecting precious vitamins and important food values . . . And you don't even have to cover foods.

Sensational New Values—up to \$40 savings. Some of these amazing Cold-Wall models are priced as much as \$40 lower than last year . . . cost no more than many ordinary refrigerators. FRIGIDAIRE DIVISION: General Motors Sales Corporation, Dayton, Ohio. Canadian Factory at Toronto.



Every 1941 Frigidaire offers more for your money— Inside and Out!

Typical of 1941 Frigidaire bargain values are these FULLY-FITTED Standard Models—with giant 6⁹/₁₀ cubic foot capacity, Glass-Topped Sliding Hydrators, Quickube Trays, Extra Frozen Storage Space and ALL-Porcelain Interiors. Exteriors may be either durable Dulux or ALL-Porcelain. See your Frigidaire dealer for low local prices.

CAUTION: Unless a refrigerator bears the Frigidaire nameplate it is not a FRIGIDAIRE. Made only by General Motors.

Buy the favorite—



buy Frigidaire . . . over 6 million
built and sold



Zorina, America's premiere ballerina, an original painting for Columbia Records by Carl Erickson

Zorina

DROPS A GRACEFUL CURTSY TO COLUMBIA MASTERWORKS

"THE new Columbia record company has done so many grand things in the last two years! I hardly know which to talk about first.

"Perhaps the most wonderful of all is the story of Columbia's new low prices. For it was Columbia that had the courage to pioneer the new low prices on classical records. Thus millions more homes can today enjoy the beauty and loveliness of fine recorded music.

"And I am so excited about the many new marvelous names in the Columbia catalogue, too. The Budapest String Quartet, the Don Cossack Chorus, Robert Casadesus, Nathan Milstein, Egon Petri, Roland Hayes, Joseph Szigeti,

and perhaps my very favorite, Mr. Stokowski, conducting The All-American Youth Orchestra.

"When I hear the new Columbia Masterworks—they are so gloriously lifelike! Only the other night I played Stravinsky's own recording of his 'Le Sacre du Printemps' with the New York Philharmonic, then the Tannhäuser 'Bacchanale' by Fritz Reiner and the Pittsburgh Orchestra.

"They were so brilliant and so clear... that I could feel myself on the stage, actually dancing in those thrilling ballets.

"It is a pleasure to offer my thanks and congratulations for all they have done for me, and for so many other music lovers everywhere."

Superb New Additions to your Record Library

BRAHMS' THIRD SYMPHONY, Frederick Stock and the Chicago Symphony Orchestra.

Last November New York concert-goers were electrified by the Chicago Symphony's matchless performance of this glorious masterpiece during its enormously successful Golden Jubilee programs in Carnegie Hall. Now Columbia gives you this performance just as it was played in New York—with all Frederick Stock's deep insight into the music... all the tonal beauty and warmth of the great Chicago Symphony.

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LIFE'S REPORTS

(continued from p. 18)

broadcasts from London. A picture of Crown Princess Juliana and her two children (see cut, p. 22), captioned "Never speak to me of pity," and smuggled into the Netherlands, was secretly reprinted by the thousands and distributed everywhere. On the birthday of Prince Bernhard, almost everyone wore a white carnation, the Prince's favorite flower. Sailors swaggered into cafes with carnations protruding from their chest. Dutch Nazis soon stopped trying to rip off the carnations. Under each flower the sailors had concealed a razor blade.

A favorite Gestapo trick was to follow Dutchmen as they walked down the street, talking with each other. The Dutchmen were then seized, questioned separately and asked what they were talking about. In trying to hide the real subject of their conversation, their answers naturally differed and many Dutchmen were arrested in this way at first. Now it is a standing rule that whenever two Dutchmen are questioned, they have been talking about their families. For the same reason, Hitler is no longer called Hitler, but "Jansen," a surname as common in Holland as Smith in America.

Seyss-Inquart, Hitler's commissar for the Netherlands, is called "Zes—een—kwart" (literally "six and a quarter"). Dutch sentiments towards him are reflected in the antics of a Dutch comedian who appeared in a cabaret show, wearing a hat with a ridiculously wide rim. When his stooge asked, "Why does a small man like you wear such a big hat?" the comedian replied, "I don't like it, but I have to live under it—it's not my size, it's zes—een—kwart."

After the Germans failed to cross the Channel and invade Britain, children used to wait for the ferries to cross the Y, a small strip of water separating south from north Amsterdam. When a car containing Germans crossed the water by ferry, the children would rush up to it, open the doors and shout: "Everyone out. This is London." After some of the chil-

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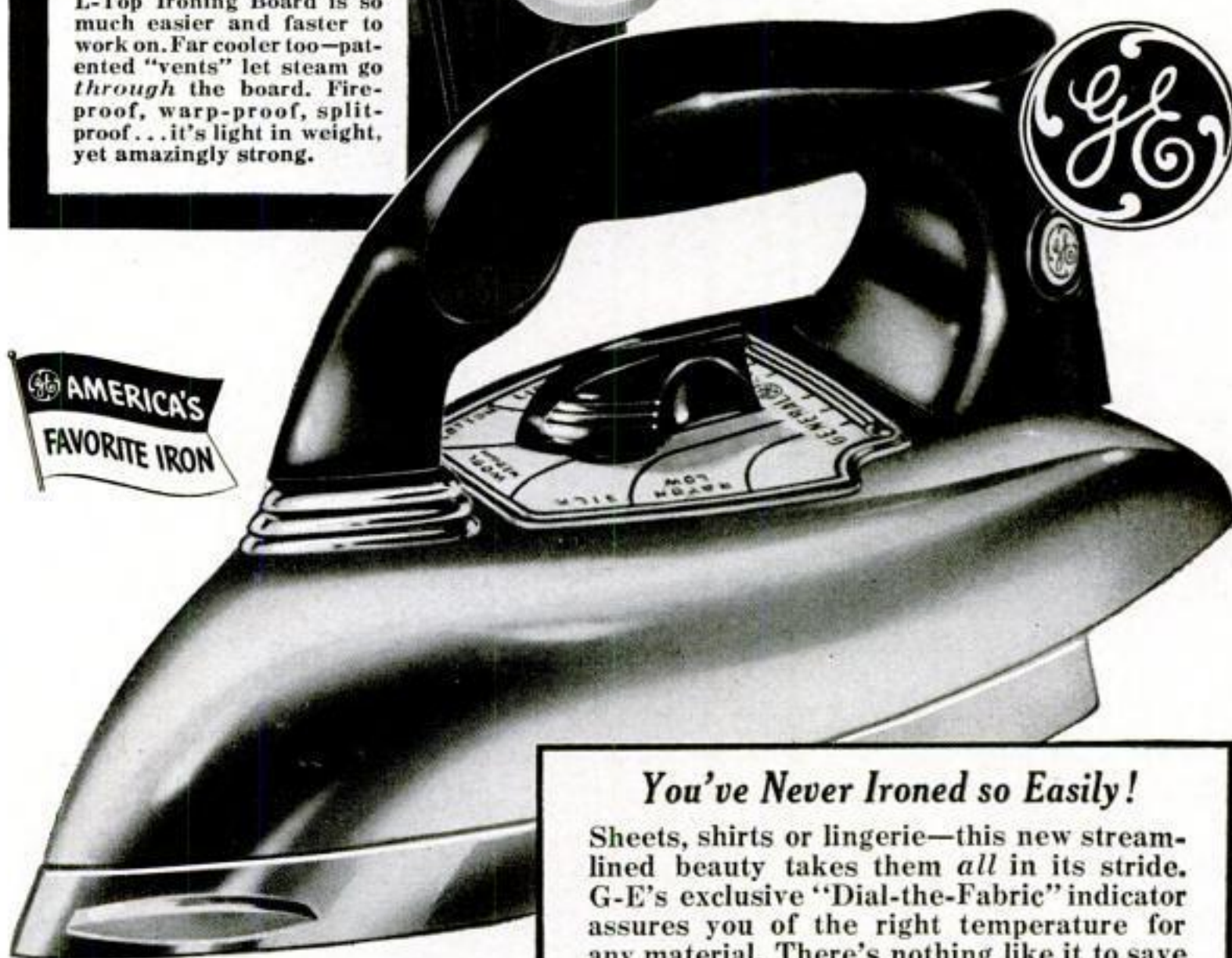
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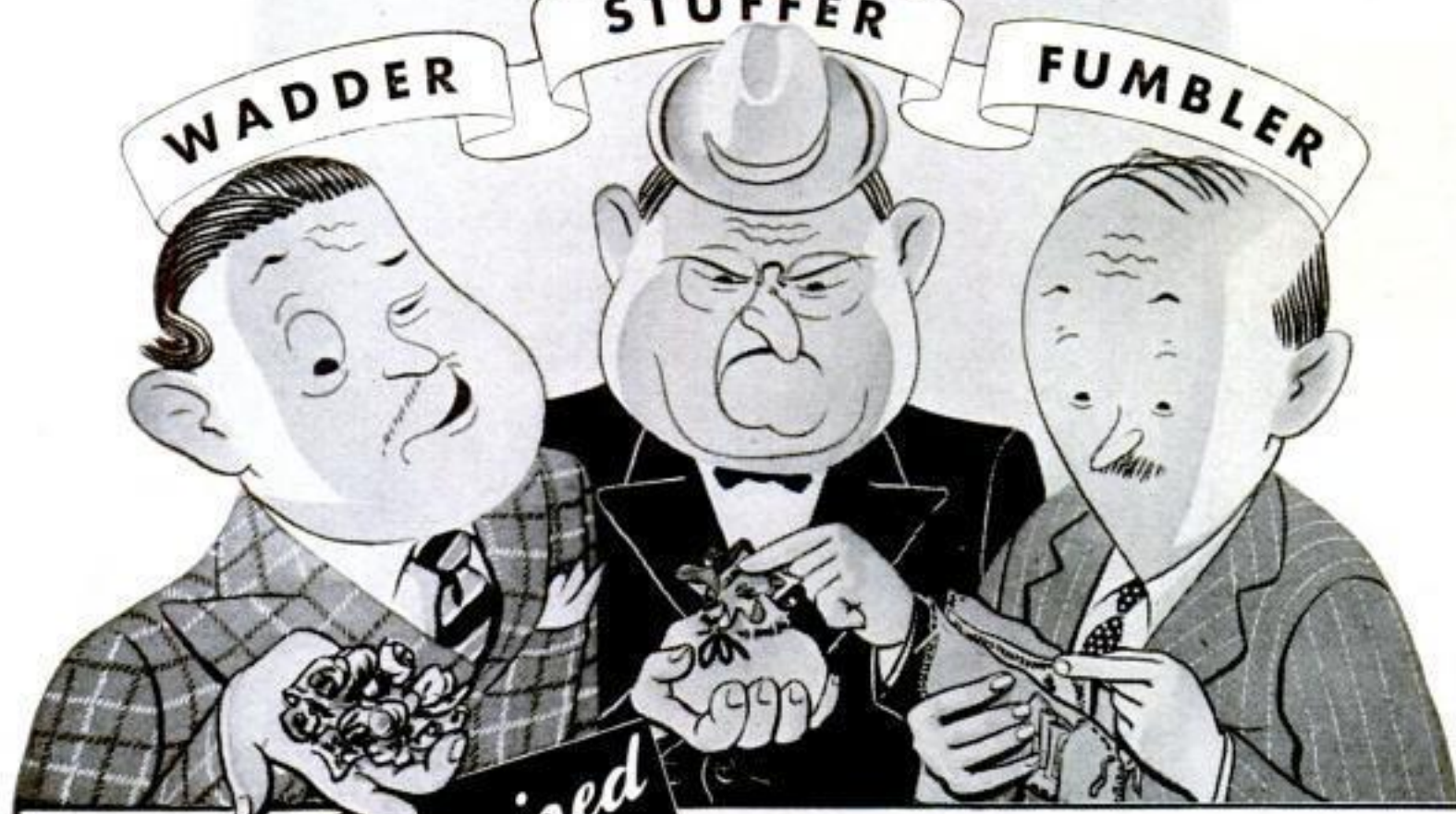
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LIFE'S REPORTS

(continued)

dren were arrested, the custom stopped. I have talked, however, with German soldiers, whose knowledge of geography was so slim that when they arrived in the Netherlands they expected to invade England over a great steel bridge which they had been told stretched across the English Channel.

One difficulty in the path of civil resistance in Holland, where there are many Dutch citizens of German extraction, is to discover which of these hyphenated Dutchmen can be trusted. One couple I know, living next door to German-born neighbors, solved the problem in a novel way. Every day at 1:55 p. m. the wife shouted to her husband working in the garden, "Come in,



"NEVER SPEAK TO ME OF PITY"

dear. It's almost 2 o'clock." As this is the time of a London news broadcast, the German-born neighbors reported the couple to the Gestapo. My friends, however, had an airtight alibi: they had no radio. But now they knew about their Nazi neighbors.

At first the German troops tried to make friends with the Dutch. The garrison at Hilversum, for instance, arranged a friendly soccer game with the Dutch troops. After 15 minutes the game could scarcely be called soccer. Instead of kicking the ball, Dutch soldiers made a point of missing the ball and kicking the Germans. Before the game was half over, officers ran out and stopped the fight.

When their attempt to make friends failed, the Germans withdrew the regulars and sent in Storm Troopers. These are

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LIFE'S REPORTS

(continued)

bitterly hated. They act as though they own the country, especially the native girls. One girl of my acquaintance who refused to dance with a German was taken to German headquarters and forced to wash and scrub 25 military cars before she was released.

When a Dutch girl does associate with a German, her former boy friends write her a letter, warning that when Holland is free again she will pay dearly. Throughout the nation these young men have organized themselves into a secret society called *Les Gueux* ("The Beggars"). Recently 43 members of this group were arrested and 18 were shot. The Beggars are nevertheless still busy liquidating Nazis by spiking their drinks with sulphuric acid, jabbing poisoned pencils into Germans in crowds or in theaters and dropping crystals of strychnine, carried under the finger nail, into the food the Germans eat.

The Beggars are not the most powerful underground group, however. This other group, which is nameless, commits most of the important assassinations and espionage. With their help, British planes land on highways at night to pick up or drop off a few spies, to fly important pro-British Dutchmen back to England or to carry off Nazis as prisoners. Since the Gestapo has so far failed to learn little, if anything, about this group, I can only reveal one example of their work.

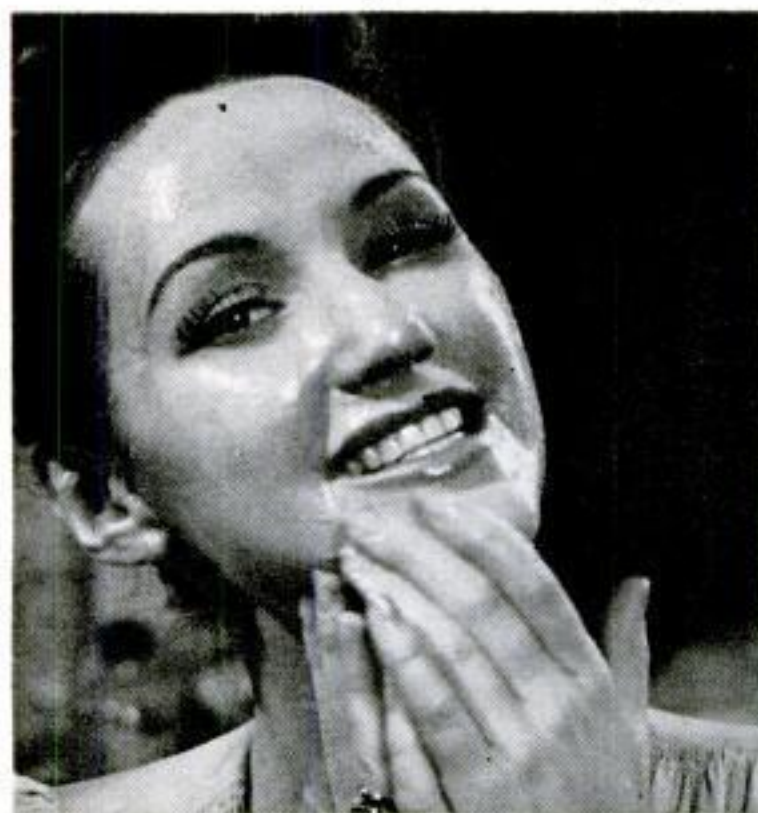
Last summer these patriots decided to do away with a notorious Dutch Nazi. As a decoy, they asked a Dutch girl to accept the advances of this traitor. For a month he had a wonderful time with the girl, and one evening he suggested that they go boating on a nearby lake. The girl readily agreed. They rowed out to an island, beached the boat and stepped ashore. Meanwhile a group of patriotic Dutchmen had landed by pre-arrangement on another side of the island. Feigning an excuse, the girl left her ill-fated swain, took their boat and rowed away. The Nazi was trapped alone on the island with a group of loyal Dutchmen. His body was never found.

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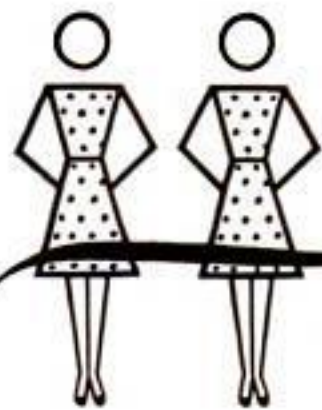
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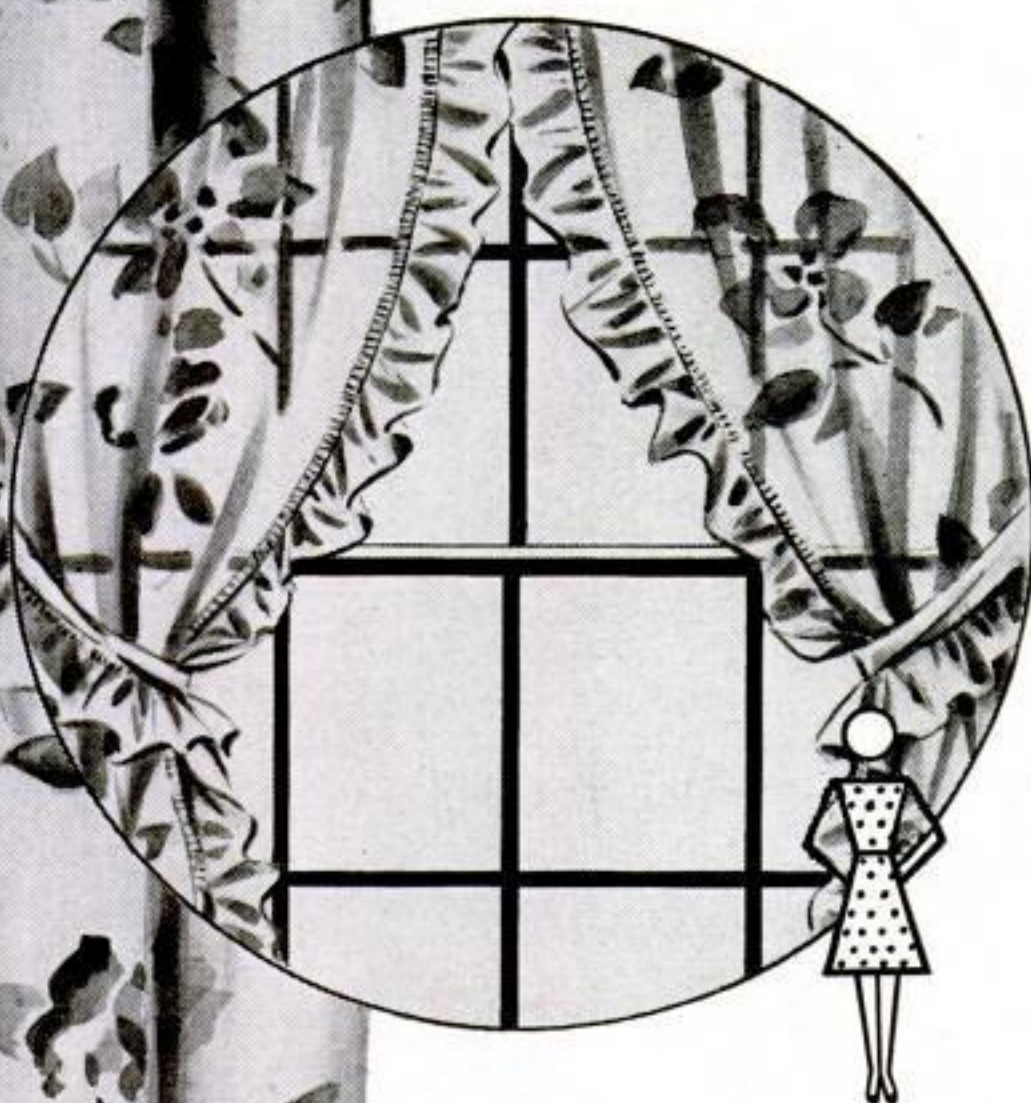


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LIFE'S COVER



The U. S. cavalryman on this week's cover is Private Buster Hobbs, 19, of Headquarters Troop, First Cavalry Division at Fort Bliss, Texas. A cow-puncher in New Mexico before he enlisted in the Army last December, he now helps train new cavalry mounts. His horse, Gip, who appears with him on the cover, was an Oklahoma cow pony, has been in the cavalry a year. For a photographic essay on the First Cavalry Division and its hard-riding maneuvers across the Texas desert, see pages 86-93.

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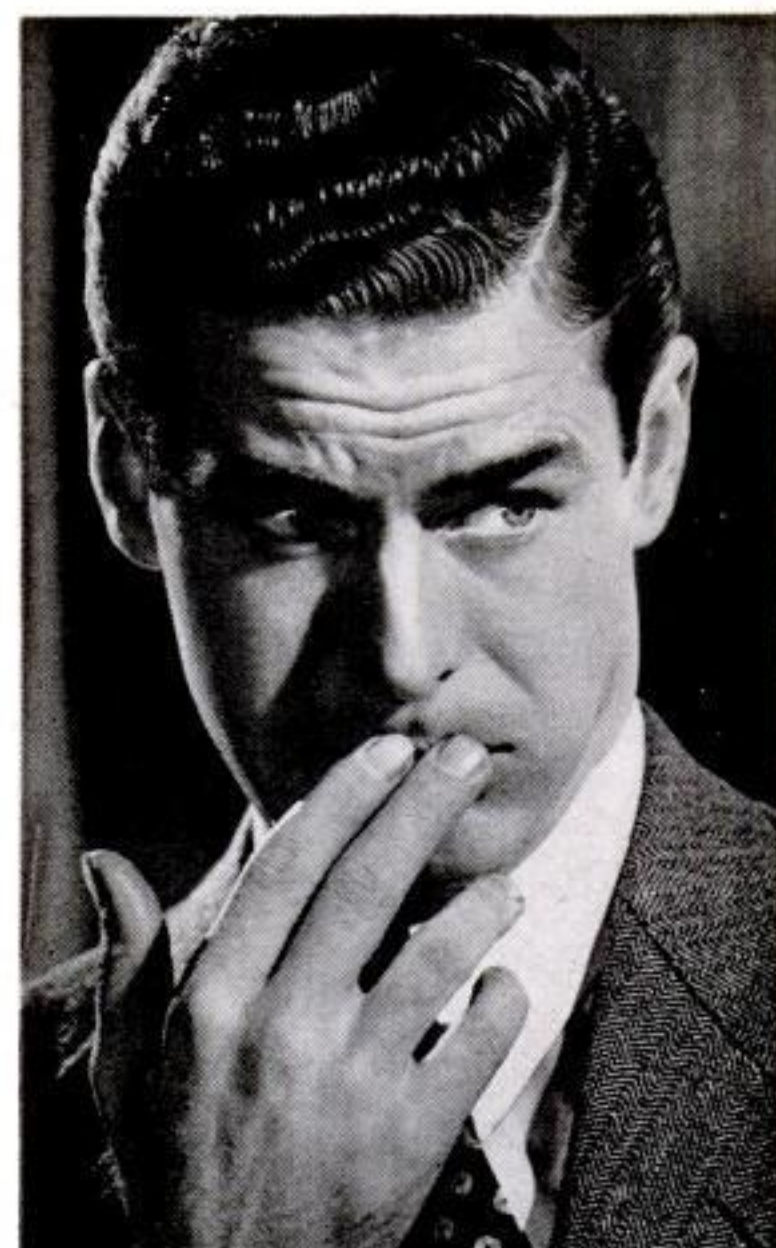
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LIFE'S PICTURES

LIFE's Photographer Robert Landry, who took the pictures for the essay on the U. S. Cavalry (see pp. 86-93), is best known to LIFE readers for his photocoverage of pretty movie stars and starlets, Hollywood news. In picture at left, poised on a 30-ft. tower on the back of an Army engineers' dump truck, Landry squints at a shifting sea of cavalymen as he sets up mass-formation shots for his first LIFE essay.

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	CHEVROLET	NO.2 CAR	NO.3 CAR
90-H.P. VALVE-IN-HEAD ENGINE	YES	NO	NO
CONCEALED SAFETY-STEPS	YES	NO	NO
VACUUM-POWER SHIFT <i>AT NO EXTRA COST</i>	YES	NO	NO
BODY BY FISHER <i>WITH UNISTEEL TURRET TOP</i>	YES	NO	NO
UNITIZED KNEE-ACTION	YES	NO	NO
BOX-GIRDER FRAME	YES	NO	NO
ORIGINAL FISHER NO DRAFT VENTILATION	YES	NO	NO
TIPTOE-MATIC CLUTCH	YES	NO	NO
ONLY CHEVROLET HAS ALL THESE QUALITY FEATURES			

AGAIN CHEVROLET'S THE LEADER



GERMANS PROMPTLY MOUNT ANTI-AIRCRAFT GUNS IN YUGOSLAVIA



YUGOSLAV OUTPOST BURNS SMARTLY AFTER GERMANS SHELL IT



GERMAN TROOPS ADVANCE IN TRUCKS WHILE PRISONERS ROLL BACK



GERMAN PROCESSION OF TRUCKS, TRACTORS, COMMAND CARS, MOTORCYCLES



"SOMEWHERE IN YUGOSLAVIA" ARE NOW THE GERMAN ARMY MEDIUM TANKS



GLOOMY YUGOSLAV PRISONERS BRING BROAD SMILE TO GERMAN (REAR)

WAR IN THE BALKANS

THE NAZI MACHINE CARVES ITS WAY
DEEP INTO YUGOSLAVIA AND GREECE

To Americans the radio news pictures printed above form by now a familiar pattern of disaster. When Hitler struck East (Poland), North (Scandinavia), West (The Low Countries) and South (France), always the same grainy photographs of German troops and tanks and guns and trucks advancing against the enemy were flashed from Berlin to the U. S. press in the first week of roaring headlines. Last week in the Balkans the Nazi war machine was again in violent action and again Berlin radioed out the only available photographs which, by past experience, seemed to foreshadow the doom of Yugoslavia and Greece.

Preceding his 1941 spring rampage, Hitler had had two preliminary disappointments: 1) Yugoslavia had rudely refused to play ball with the Axis and had decided to vanish the hard way and 2) Britain had had time to land a small but tough expeditionary force in

Greece. Nevertheless, Nazi strategists found the problem of cutting up Yugoslavia and Greece a delightful military problem. Their opening moves are mapped in detail on the following pages. But the over-all plan was as painfully familiar as the pictures of the Nazi advance at the top of this page.

Just as the main German blow in western Europe last spring was at the junction line between Belgium and France, so in Southeastern Europe this spring the main blow was at the pivot between Yugoslavia and Greece. Like the Allies in Belgium, the Yugoslavs had either to fight their way out across the backs of the whole German Army, take to the sea or surrender. Also, precisely like the pinch-off of the Netherlands was the neat German operation of cutting off all eastern Greece and getting Salonika, the best harbor in Greece. The superb German assault

teams simply rolled up the opposition for the first week. By that time they were ready to make contact with the British forces and the real battle for the Balkans seemed about to be joined.

Never before had a campaign been so well advertised beforehand. The free peoples had mightily hoped that this time the unpopular champ might come a cropper in the rugged terrain of Yugoslavia and Greece. But against the onrushing Germans the mountains of the Balkans apparently proved as ineffectual as General Mud in Poland, the flooded areas of the Netherlands and the Maginot Line of France.

But the Battle of the Balkans was only part of the huge game of war checkers. A German victory there would not be decisive in the larger struggle with Britain. Only a knockout in the Battles of Britain and the Atlantic can give Hitler what he really wants.



EASTERN WAR CHECKERBOARD

The gigantic game of checkers being played between Hitler and British General Wavell must be seen in terms of the entire map shown at the left. Wavell's problem was that Hitler had many more checker to play with than he had. Wavell could count on only ten divisions, 200,000 fighting men. Therefore he concentrated them at one place at a time and used them fast and shifted them faster. Last December, he threw them across Egypt at the Italians in Libya when the weather was good. He thus increased the insulation zone west of the vital Suez Canal by 800 miles. On the other side Suez was insulated by British Palestine, neutral French Syria, Turkey. His next concern was where he would be if Yugoslavia, Greece, Turkey and Egypt all collapsed. He had to be sure he could then fight slowly down Africa. But the Italians in East Africa were at his rear. Therefore he turned in haste on the Italians and cleaned them out of all the cities of Ethiopia, Eritrea and the Somalilands. This had the unexpected advantage of letting President Roosevelt last week declare the Red Sea not a war zone, so that U. S. supplies could sail directly up to Suez.

Meanwhile Wavell whipped every man he could spare into Greece to get set for the German assault. Much as he disliked the military problem, he had to go into Greece to buck up all his Allies and try to keep the Germans out of Greek airfields dominating the Eastern Mediterranean.

The hair-raising closeness of Wavell's timing was breathlessly revealed when heavy German tank columns suddenly began ripping through his advance lines in Libya. If the Germans could reach Alexandria, the whole show caved in. But the Germans had a long way to go, in bad weather over difficult terrain. Wavell yanked back from East Africa every man he could spare. The Ethiopian job was almost done. The British troops climbing on the transports at Massaua were last week carrying out Wavell's next move on the great checkerboard.

At last reports General Wavell was still in Cairo. His No. 2 man, General Henry Maitland Wilson, was in Greece. His assault expert, General Richard O'Connor, had been captured by a German motorcycle column in the midst of his own retreating troops in Libya. In Greece, with his limited forces, Wavell could only wait for the Germans to make a mistake, or stick their necks out somewhere too far. But compared to what the Germans had, his weapon was even less impressive than the one David used against Goliath.

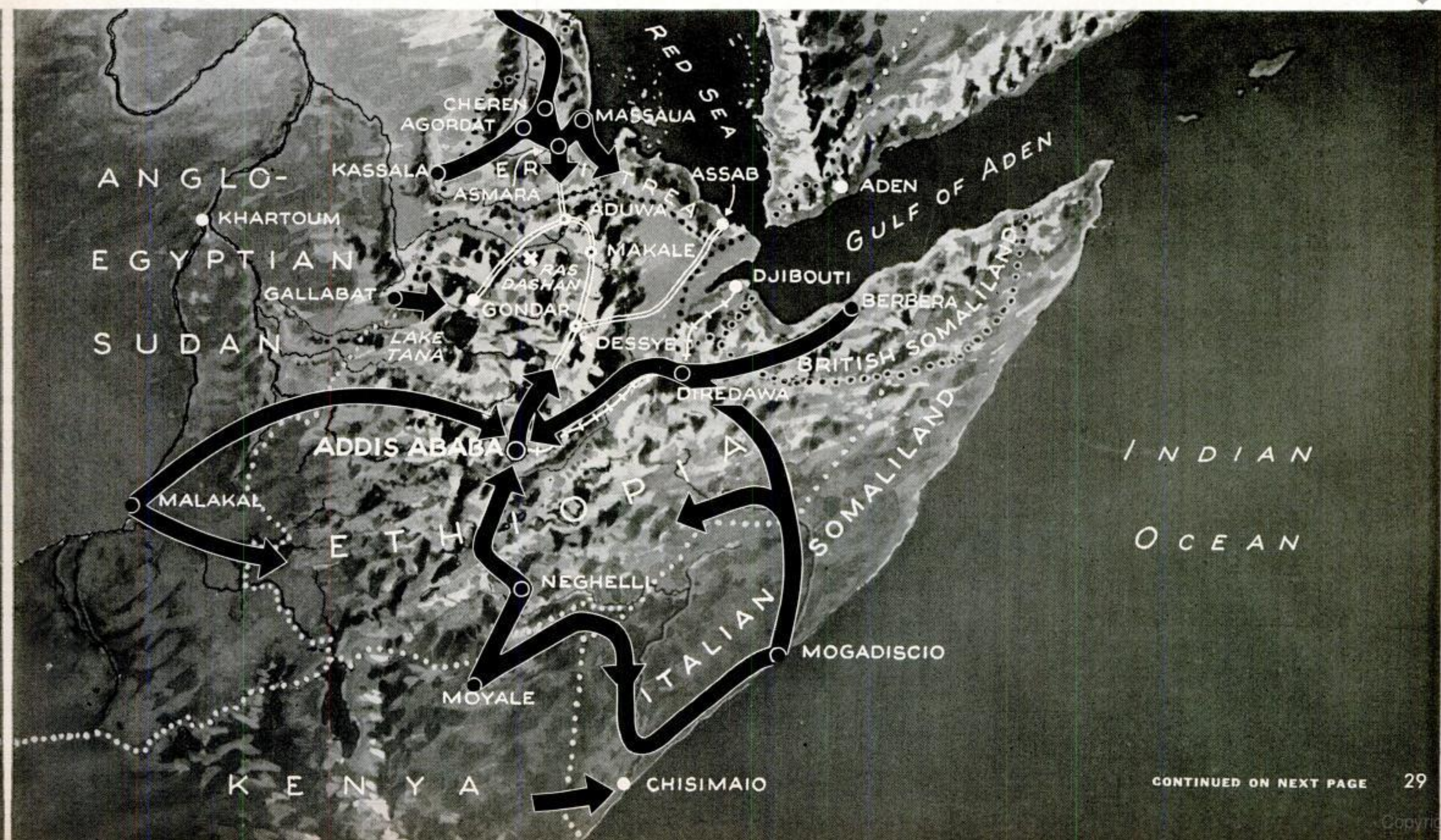


International checkers needs bridges to make some moves. Here Germans throw one across the Danube to Bulgaria.



In the Balkans Germans (white arrows) by April 12 had cut clean across Yugoslavia to meet British near Phlorina, and join Italians in Albania. A beautiful German operation slicing between Serbs and Greeks had taken Salonika. Northern Yugoslavia was a mop-up job, British headache was possible necessity for retreat on Greece's only railway.

In Italian East Africa British clean-up of Mussolini's five-year-old empire is shown by black arrow lines. By April 12 all that was left of the Empire was an Italian force of about 100,000 in the mountainous Dessye-Gondar area, where Ras Dashan is 15,000 ft. high. They were ordered to keep the British busy as long as possible before surrender.



HISTORY OF BALKANS SINCE ALLIES SET THEM UP AFTER LAST WAR HAS BEEN



THE WORLD WAR



1 Berlin-to-Baghdad Railway, a die-hard German dream, got past Istanbul in 1901. Line to Baghdad (above) was begun in 1904, finished 1940. By 1914 Turkey was friendly to Germany.

2 World War broke out after Archduke Franz Ferdinand, heir to Austro-Hungarian Throne, was shot by Serb terrorist after he climbed into this car with wife for tour of Sarajevo.

3 King Peter of Serbia, where war started, watches his army in action. It fought off Austrians for year but buckled before Germans, retreated to win in Greece.



TURKEY



BULGARIA

7 Post-War surprise was resurgence of beaten Turks who drove Greeks out of Asia Minor. When Turks recaptured Smyrna, fire swept city, demolishing all business section and leaving uncounted dead (above).

8 Turkey's heroes of the Greek war were Mustafa Kemal Atatürk (left), its first president, and İnönü (right), its second.

9 The last flare of Communist agitation in Bulgaria led to the plot against King Boris in April 1925 and bomb explosion in the Sofia Cathedral (above), killing 123 people. Five were hanged.



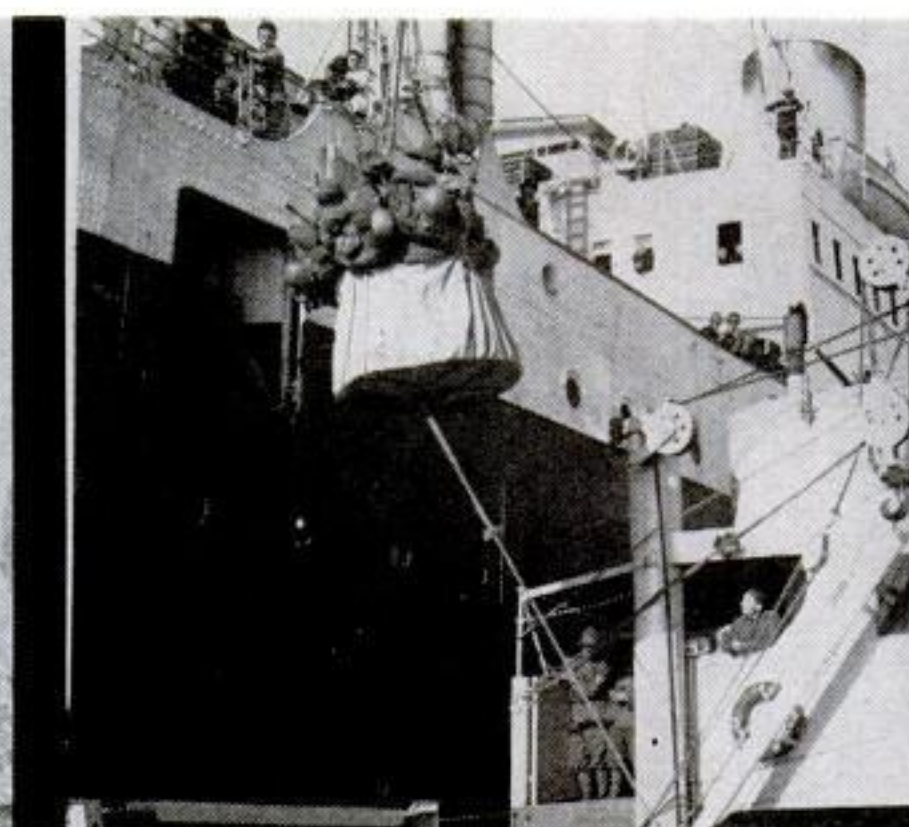
13 Reprisal by King Carol for Calinescu murder was a massacre of 350 Iron Guards. These seven were left lying 24 hours in Bucharest street where they had killed Calinescu.

14 Carol's losing game ended Sept. 6, 1940 when Germans arrived. He abdicated and fled (right) with mistress, Magda Lupescu (center), to Switzerland, Spain, Portugal and on.

15 New King is Carol's son Mihai, here riding with his divorced, Carol-hating mother, Helen. King Mihai, an agreeable youth, is now German Army's puppet.



ALBANIA



19 Zog, head of the House of Zogolli, became premier of Albania after war, resigned, came back to become King.

20 After trying to marry money or royalty, Zog settled on a Hungarian with American blood, Countess Geraldine Apponyi.

21 Italy's rape of Albania came on April 7, 1939. Conquest by 50,000 soldiers, 380 planes took one day. Mussolini had foothold in Balkans.

22 World's sympathy was aroused when during invasion Geraldine fled with new-born baby, Skander.

A BLOOD AND THUNDER MELODRAMA OF BATTLE, MURDER AND SUDDEN DEATH



4 British battleships arrive at Turkey's Dardanelles, April 1915 and shell the Turkish shore before they land Australians. Bungling finally drove British out.



5 Allies landed at Salonika in October 1915 to help the Serbs. Line of Serb retreat forced Allies to fall back (above) on Salonika, but in 1918 an Allied drive here helped bring victory.



6 Death of Austro-Hungarian Empire was signed at Treaty of St. Germain in 1919. Allies gave huge pieces of it to Rumania, Yugoslavia and Czechoslovakia, to isolate Germany.



10 King Boris of Bulgaria thriftily ruled his poor little nation from 1918. Bulgaria had chosen wrong side in 1915, picked Germany again in March 1941.



11 Queen Marie of Rumania, best-known Balkan to Americans after her royal tour of the U. S. in 1926, died in July 1938. Her scapegrace son, Carol, isolated Rumania diplomatically.



12 Assassination struck at Rumania's stanch little Premier Calinescu, in September 1939. Assassins were the pro-Nazi Iron Guard of poor young men with a little education.



16 Dictatorship was set up in Greece in October 1935 by Premier Kondylis who was pro-Italian. Citizens rioted. Kondylis called in exiled King George.



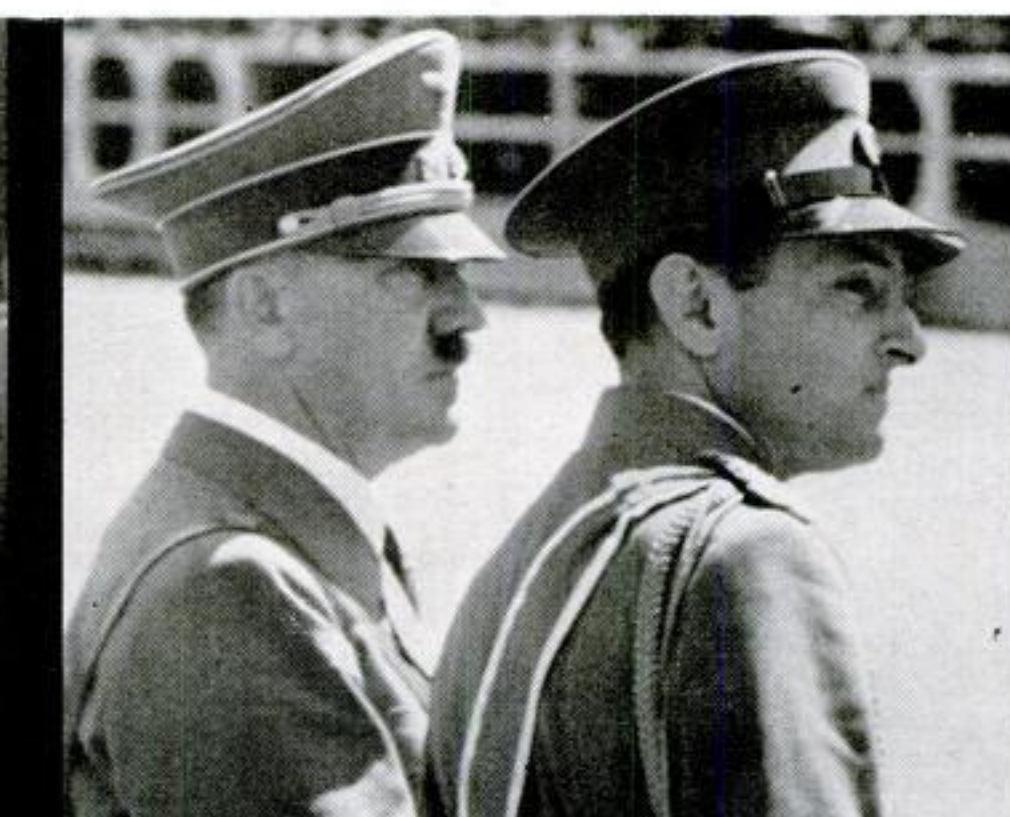
17 Dictator Metaxas (left), who ruled Greece after Kondylis' death, was pro-German. He said: "Sparta, not Athens, is our model." But he fought Italians, died in January 1941.



18 King George was called back from twelve-year exile in November 1935 after 98% plebiscite for monarchy. British royal family had been nice to him in exile. He liked British.



23 Brave, sly, patriotic King Alexander of Yugoslavia was so carelessly guarded when he visited Marseilles in October 1934 that Croat terrorist killed him and French Foreign Minister Barthou.



24 Real successor to King Alexander was his brother, Regent Prince Paul, here visiting Hitler in June 1939. He joined Yugoslavia to the Axis on March 25, 1941.



25 King Peter, six months short of his majority at 18, was made King by an anti-German coup d'état on March 27, 1941, last week went to the fighting front.

LIFE ON THE NEWSFRONTS OF THE WORLD

"America now has its second chance to make the world safe for democracy"—Vice President Wallace

Against the bad news of the Balkan war, Americans last week could balance some good news of peace at home. After doughty soul-wrestling with the National Mediation Board's able Vice Chairman William Hammatt Davis, Allis-Chalmers management and labor got together at last, went back to 24-hour-a-day work on the \$45,000,000 of defense orders which had been holding up 30 other defense plants and projects for almost eleven weeks. The threatened U. S. Steel strike was postponed for another week of mediation, with good prospects of agreement. And the great Ford strike, which had kept 285,000 men idle, was settled with Henry Ford agreeing for the first time to bargain with a union.



DAVIS

Brought together by Michigan's kinetic young Governor Murray D. Van Wagoner (LIFE, Jan. 20), Ford and C.I.O. United Automobile Workers spokesmen talked for three days, then sealed a bargain April 11 with a historic handshake between U.A.W.'s R. J. Thomas and Ford's Harry Bennett (see picture below). Terms of the settlement: 1) agreement by the company to negotiate with union grievance committees; 2) establishment of an appeals board to decide unsettled grievances; 3) both sides to co-operate in an NLRB employee representation election.

A few clouds were left on the horizon. Southern coal operators still balked at a settlement reached



THOMAS, VAN WAGONER, BENNETT

by John L. Lewis and Northern operators. U.A.W. threatened a General Motors strike unless it got a new contract by April 20. But at week's end, as the new Mediation Board pursued its triumphant way and OPM's Sidney Hillman announced that only 7,000 men were now idle in defense strikes, hope ran high that the nation was coming into an industrial peace based not on coercion but on common sacrifice by management and labor in their common cause. "If we can put on a little steam now," urged Production Chief Knudsen, "we might save a lot of blood later on."

Second Chance. "The United States," said Vice President Wallace to the Foreign Policy Association on April 8, "now has her second opportunity to make the world safe for democracy."

To a people to whom "making the world safe for democracy" has been a bitter jest for 20 years, that was a daring thing to say. But last week the people of the U. S., beginning at last to understand the consequences of their abdication of responsibility after

the last war, received their devout Vice President's speech in solemn thoughtfulness.

This new war, he said, is more than a matter of guns and convoys. It is above all a war of the spirit. "In order to win the psychological war, the battle of nerves, it is vital to define the difference between nazism and democracy in such a way that the young people of the U. S. are wholeheartedly with us. The issue must be drawn not in terms of a short-time propaganda but as an everlasting reality. . . .

"The Nazis drive their people like cattle to the slaughter. The democracies, if they are to survive, must work out some way which, while holding fast to human rights, will at the same time permeate the individual souls with a feeling of responsibility so that the citizens of a democracy will be as willing to give wholehearted, unselfish service as the citizens of a totalitarian power. This we can do if, in addition to holding firmly to our Bill of Rights, we formulate a Bill of Duties."

Breaking the silence of high U. S. and British officials about war aims, Vice President Wallace specified America's duties to the world as follows: 1) "The Nazi ideology . . . must be so crushed that it can never rise." 2) "There must be worked out an international order sufficiently strong to prevent the rise of aggressor nations." 3) "The next peace must give the defeated aggressor nations the opportunity to buy raw materials and sell manufactured goods without discrimination." 4) "Labor and agriculture . . . can have jobs and security provided the peace is such a real one that private initiative feels safe to move again as it did from 1860 to 1910.



WALLACE

Here is Latin America to the south of us ready to go through during the next 50 years what the U. S. went through from 1860 to 1910. . . . But such an expansion will require the most understanding co-operation between private and governmental capital. . . . Peace will bring worldwide chaos unless the U. S. furnishes positive leadership."

Churchill's Warnings. In the ocher sunlight that filtered through the skylight into a hushed House of Commons, Winston Churchill last week rose to speak.

First he cast a glance in the direction of John G. Winant, new U. S. Ambassador seated in the gallery. Then he proceeded: Egypt, Turkey, the Russian Ukraine and the British Isles were all in peril of a Hitler spring or summer invasion. The blockade against France would be maintained because of the leakage of food to the Nazis. The U. S. had sent Britain ten 250-ft. Coast Guard cutters, "originally designed," said Churchill slyly, "to enforce Prohibition," but which "will now serve an even higher purpose."

The Prime Minister swung around to the meat of his speech. "It will indeed be disastrous," he said, "if the great masses of weapons, made with the toil and skill of American hands and at the cost of the U. S. . . . were to sink into the depths of the ocean and never reach the hard-pressed fighting line. . . . I cannot believe it would be found acceptable to the proud and resolute people of the United States."

Then, with a last meaningful glance in the direction of Ambassador Winant, the Prime Minister sat down.

PICTURE OF THE WEEK

"The Secretary of the Navy directs that I advise you that he feels that movements and presence of British warships which may arrive in this country for repairs, outfitting, reconditioning or any other purpose should not be reported, photographed or broadcast."

"He will appreciate your co-operation."

Signed by Naval district commandants, this "note to all newspaper publishers, city editors, reporters, news photographic agencies, news magazines, radio broadcasting stations and newsreel companies" arrived in news offices on April 4.

On the morning of April 6, a British battleship with a 20-ft. hole in her side pushed up the Narrows of New York Harbor and anchored off Staten Island. Passengers at the nearby ferry pier got a good look at her and the British ensign flying at her stern. Thousands of other New Yorkers, including staffmen of the German consulate from their offices on the Battery, could also see her plainly. Half her crew went ashore on liberty, with H. M. S. *Malaya* plainly printed on their caps. In Times Square bars they told how they had poured shells into Genoa on Feb. 9, turned to convoy duty, been hit by a German torpedo on March 20.

In accordance with Secretary Knox's request, most U. S. newspapers refrained from printing a word or picture of this exciting news. But a few did, including the New York *Daily News*, which sent out its photoplane to take the picture on the opposite page. It also printed an accompanying editorial. Thus the whole long-simmering question of U. S. short-of-war censorship was brought abruptly to boil.

Slapping indirectly at the offending newspapers, Secretary Knox next day issued a statement praising those which had kept silent. Slapping directly, President Roosevelt chimed agreement with his Secretary and called the newspaper editorials the lamest excuses to get square with their readers he had ever read. But all sides continued to insist that the Government had no thought of imposing compulsory censorship, that it would continue to depend on "voluntary" self-censorship by news executives.

On April 10 the New York *Daily News* elaborated its first editorial in another which made sound sense.



IN TIMES SQUARE

"Our judgment in the *Malaya* affair," it said, "was that publication of the story could do the Allied cause no harm."

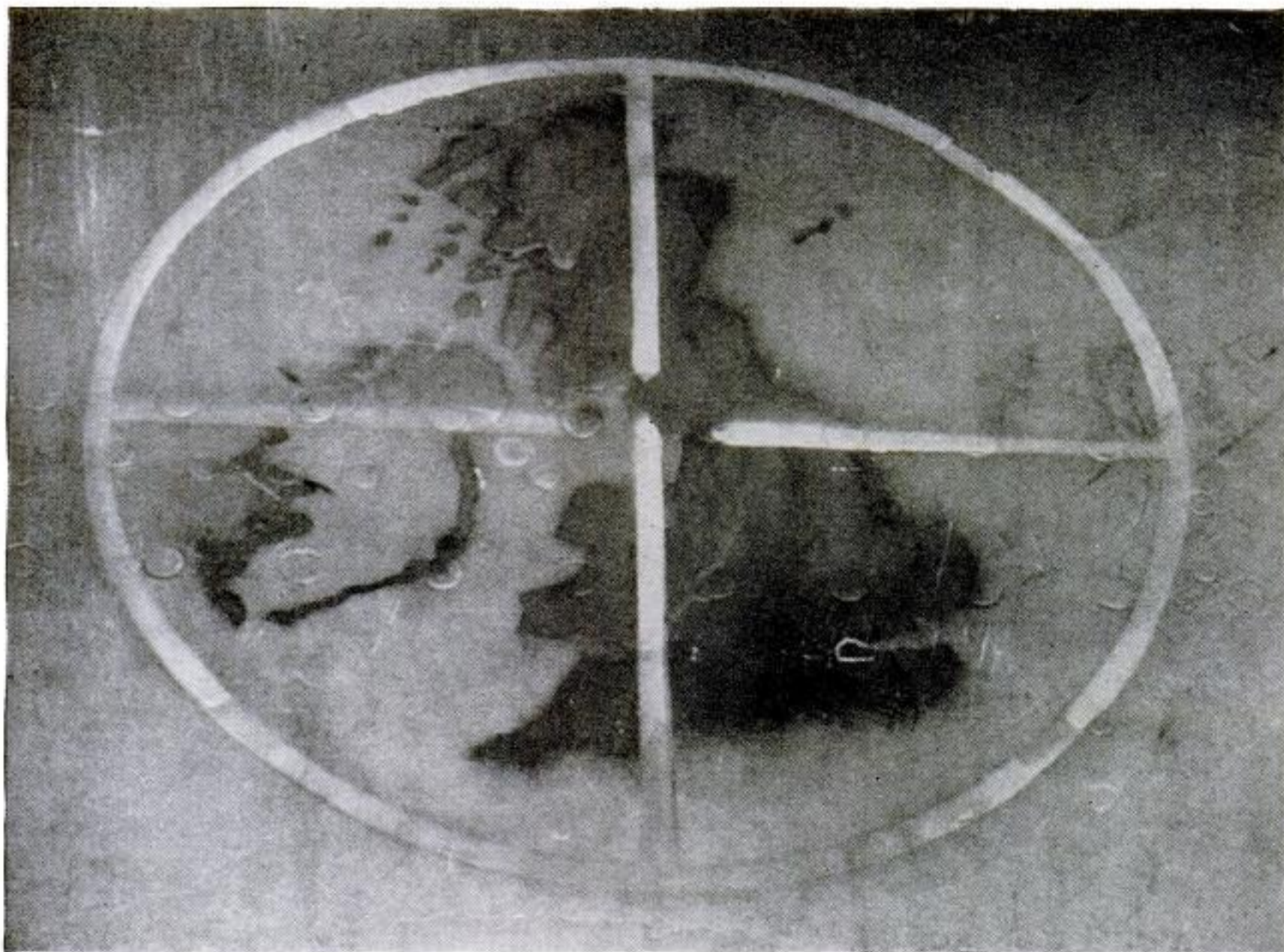
"Our judgment further was that it was a story which the British wanted published. Certainly they sent the ship here in the most open and public manner. For the Germans to know that the *Malaya*,

though damaged, was going to be fully repaired beyond reach of their bombers and then return to station was news which would probably injure their morale. The news would also lift the British naval and civilian morale. . . .

"We suggest that a definite official censorship be established, to be operated by Army and Navy officials. The gentlemen's agreement, use-your-own-judgment business evidently will not work. Judgments differ, and so do definitions of a gentleman."



Should this newspaper be censored?
Damaged British battleship "Malaya,"
seeking repairs at U. S. Navy Yard,
drops anchor in New York's upper bay

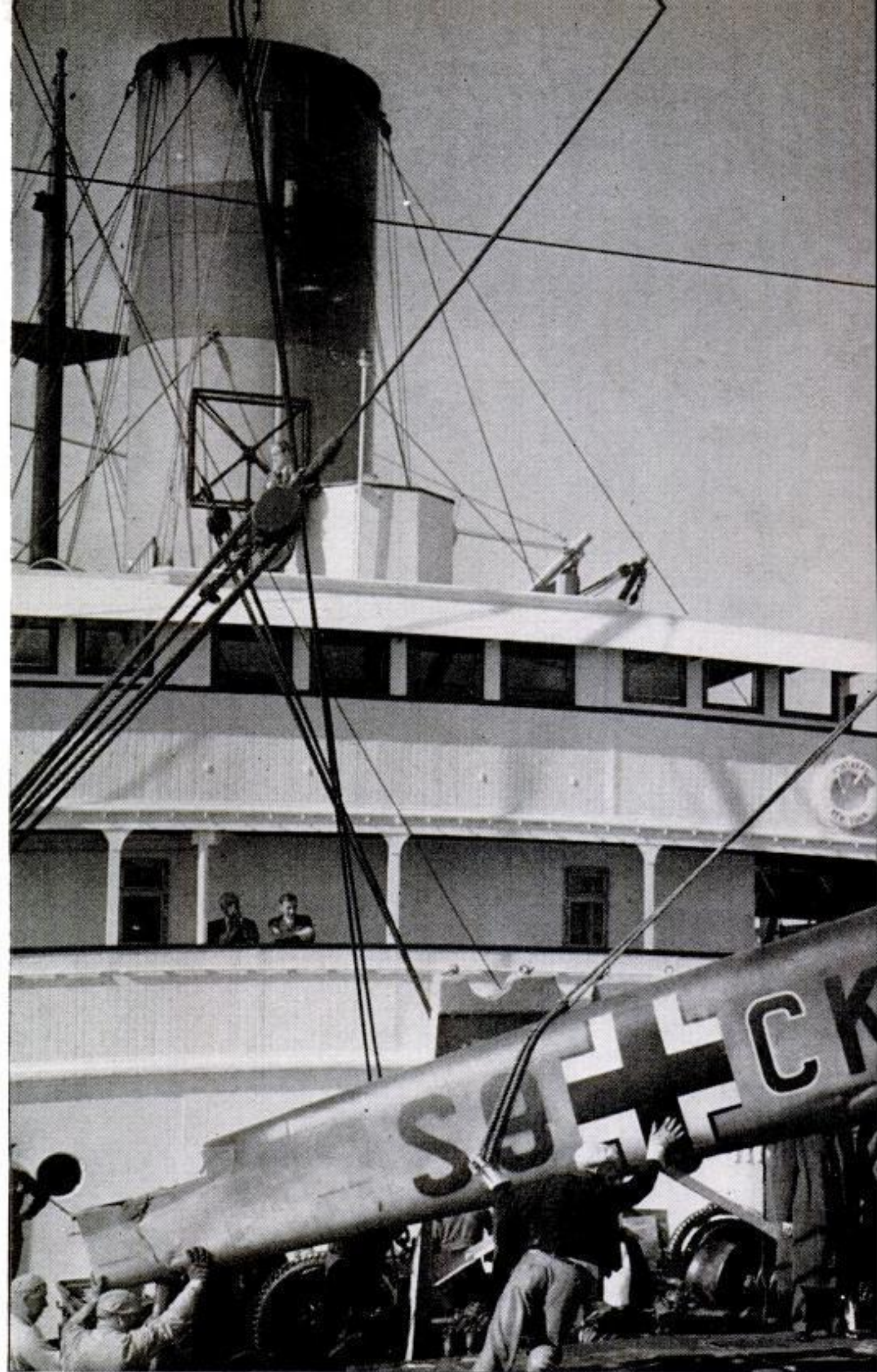


SQUADRON EMBLEM IS A BLOOD-RED BRITAIN FRAMED IN THE GUN SIGHT. NOTE FLUSH RIVETING

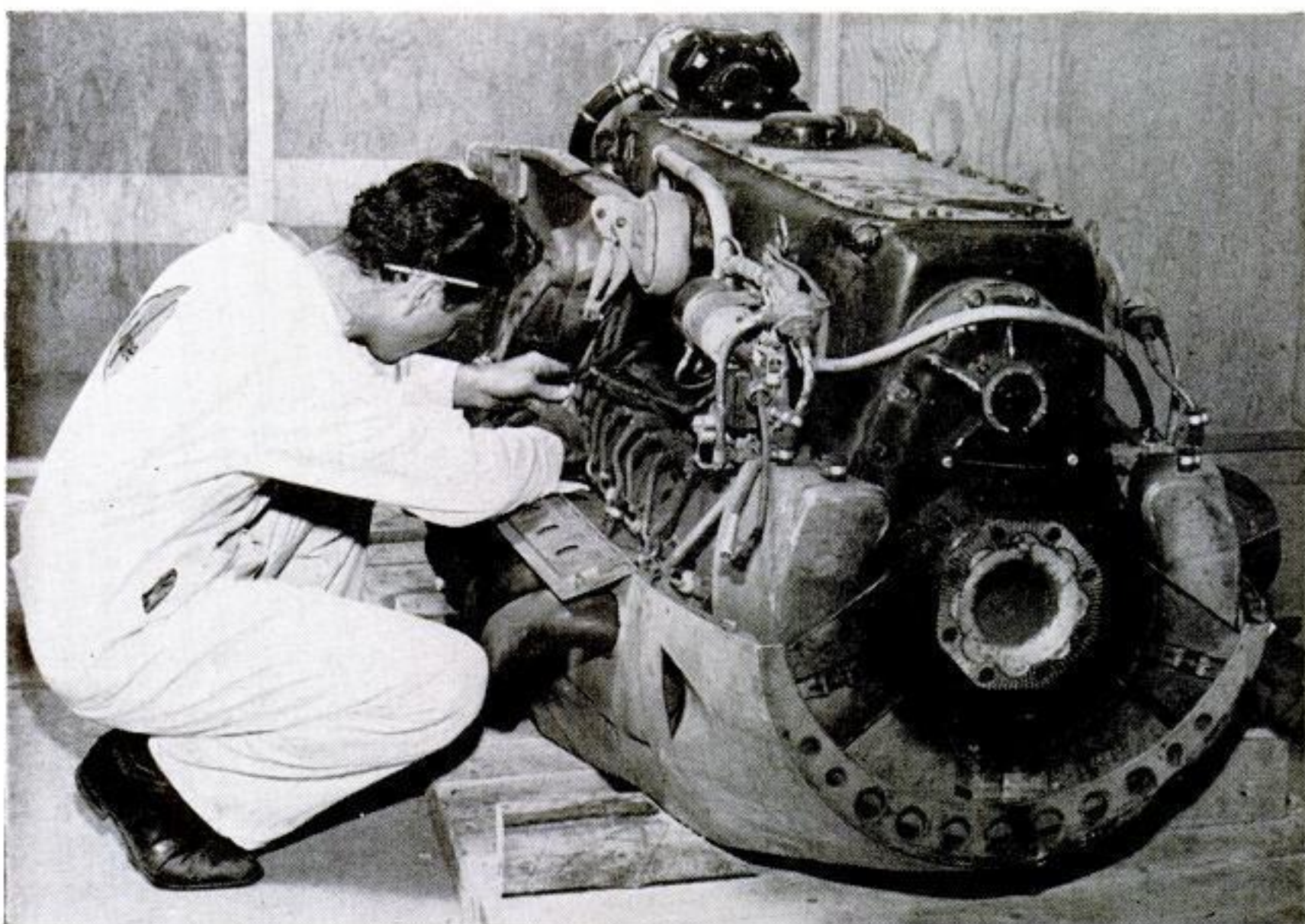
A MESSERSCHMITT 110, GIFT FROM THE R.A.F., ARRIVES HERE FOR STUDY BY U.S. ENGINEERS

At Los Angeles, April 5, U. S. aeronautical engineers got their first good look at a Messerschmitt 110, Germany's fast deadly destroyer plane which has given R. A. F. pilots their stiffest competition and English production experts their worst headache in the Battle of Britain. Shot down virtually intact and presented to the U. S. by the British Air Ministry for study and inspection, the bullet-scarred fighter shown on these pages repudiated once and for all the popular misapprehension that German planes are gimcrack affairs, flimsily constructed and inadequately equipped. Aeronautical experts at Vultee Field, where it was assembled for examination, declared that in materials as well as design the Messerschmitt 110 was the equal of Britain's and America's best planes.

Designed for combat and escort work, the Me-110 does better than 365 m. p. h., has a range of 800 miles, packs four machine guns and two cannon in its nose and a swivel gun aft, and seats a crew of three—pilot, radioman and gunner. Though eight-gunned, more maneuverable Spitfires and Hurricanes have shot down many a Me-110, their short range keeps them close to base. Before Britain can hope to carry offensive war to Germany, it must develop something comparable to this big bi-motored destroyer. U. S. engineers admired its clean lines, marveled at the perfection of its rugged 1,150-h. p. fuel-injection Daimler-Benz motors. Only criticism they uttered concerned inadequate armor for the cockpit, a blind spot in the belly.

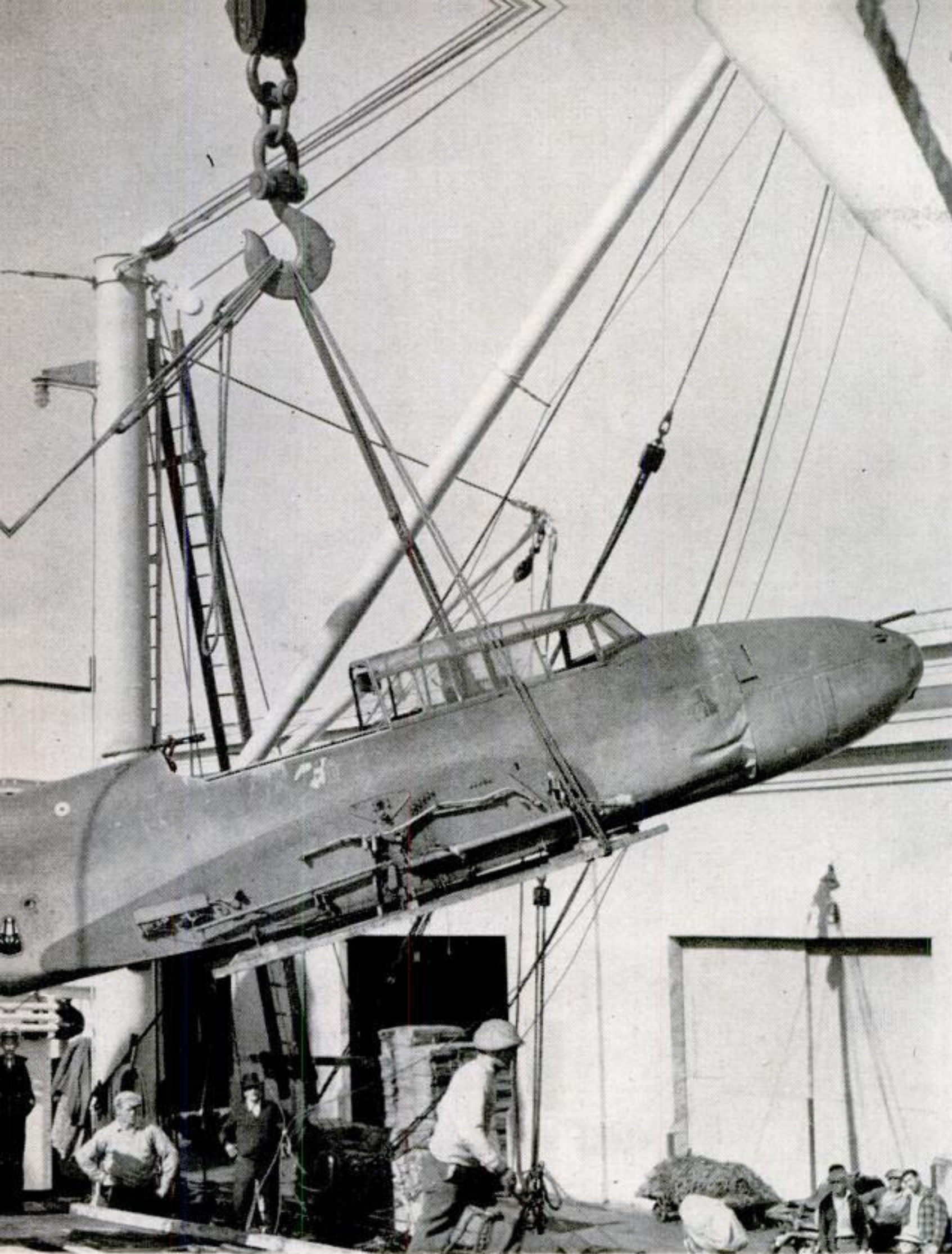


Slender cigar-shaped fuselage is hoisted ashore at Los Angeles. Freighter *Montanan* brought Messerschmitt via Panama Canal from New York, whither it was shipped by Britain. Narrow cockpit seats three men. Its transparent cover is not bullet-proof. Note swivel gun in rear. Instrument panel (below) carries a complete

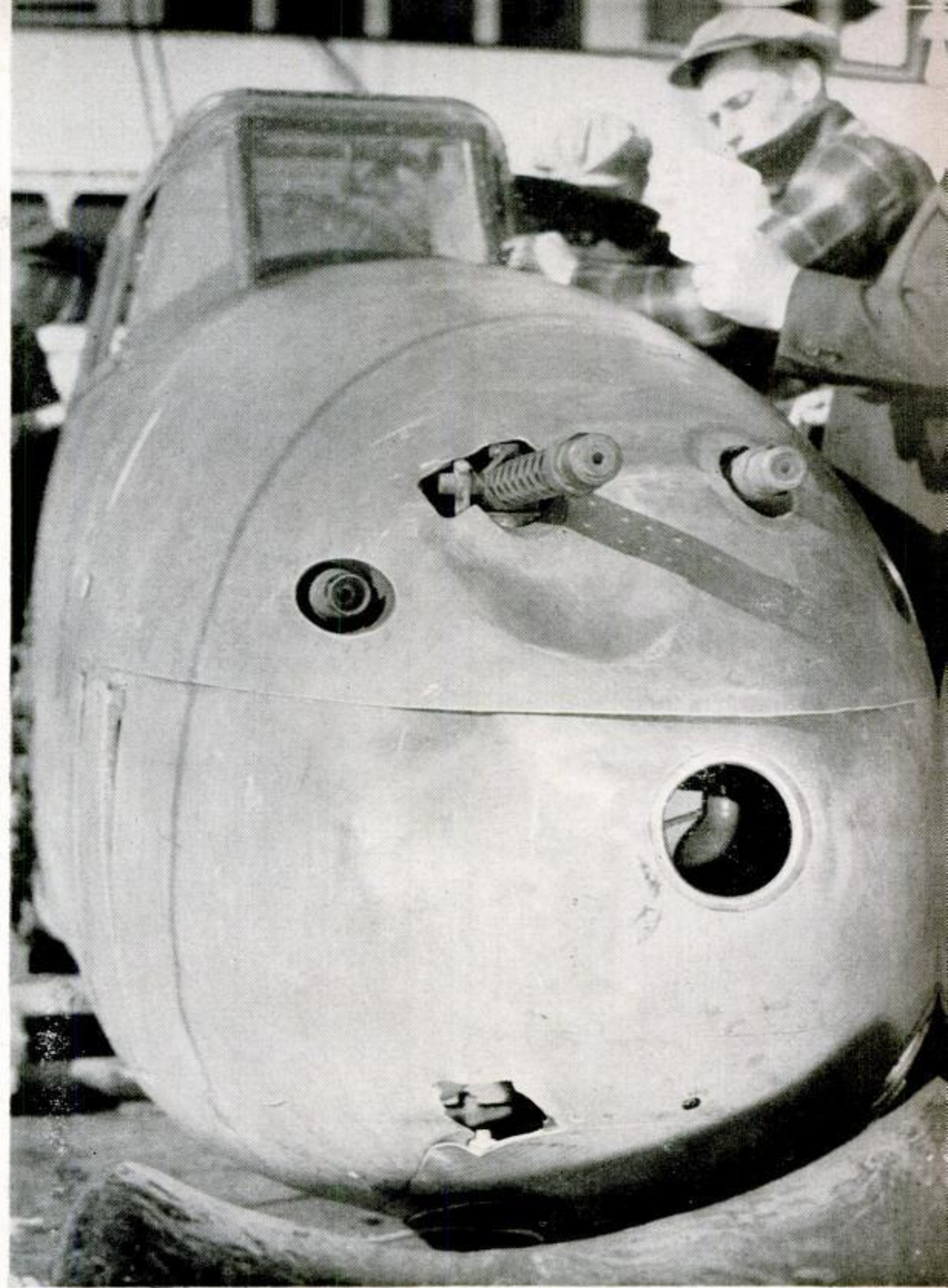


INGENIOUS FUEL-INJECTION MOTOR HAS NO CARBURETOR, BURNS POOR FUEL WITH VAST ECONOMY

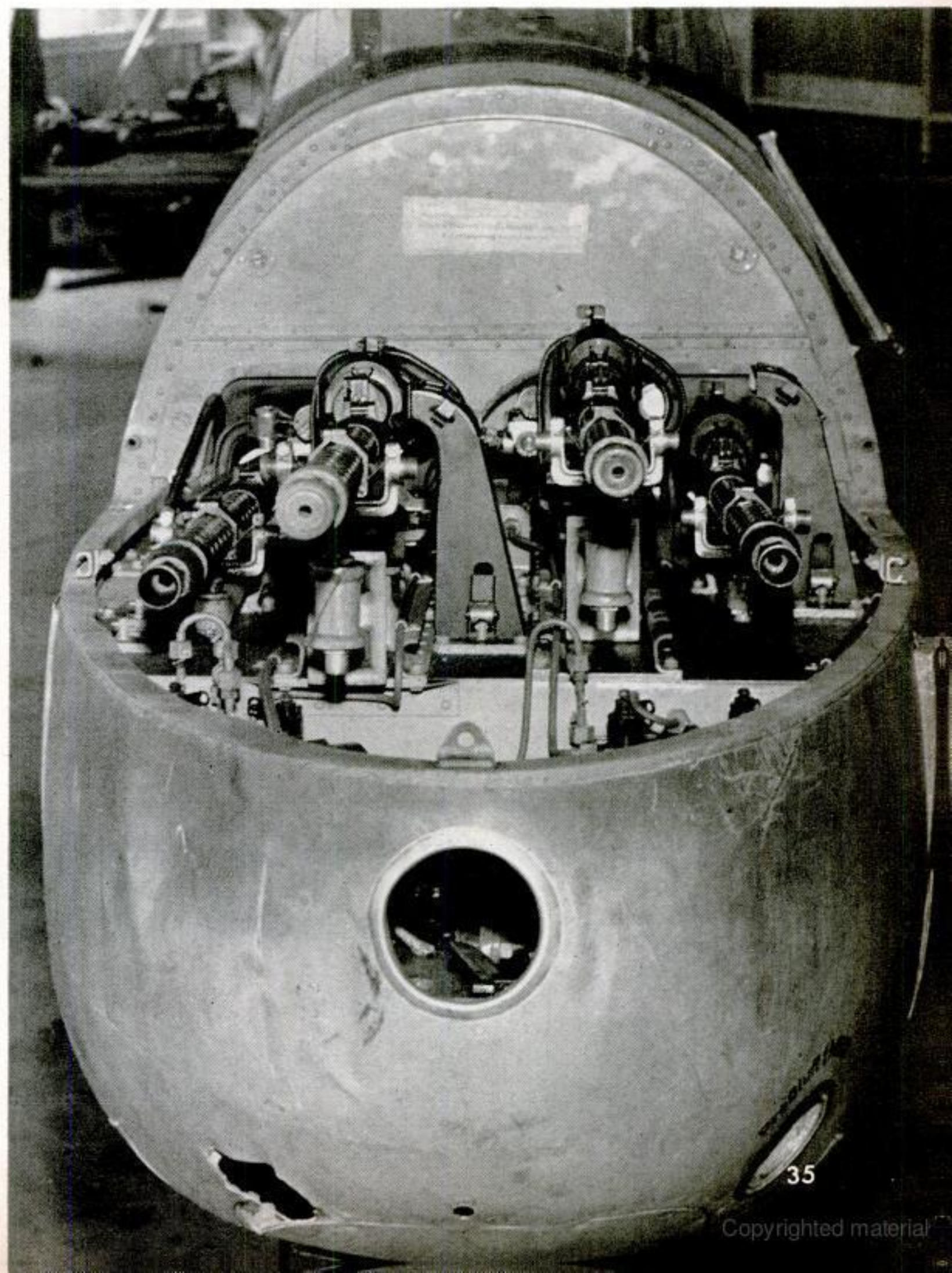




set of dials and gauges. Throttle and propeller-pitch levers protrude from lower-left corner. Above them, marked *ein* (in) and *aus* (out) are flap and landing-gear controls. Artificial horizon dial is in center of panel, flanked by altitude and speed indicators. Directly above stick are tachometers. Note button in head of stick. By pressing this pilot discharges his four machine guns simultaneously.



Snout of Messerschmitt 110 contains four 7.9-mm. machine guns, two 20-mm. cannon and a camera. Picture above shows nose with hood down. Below: with hood removed, you see machine-gun cluster. Cannon are mounted in lower half of the fuselage. Big hole in center is for camera. When the 110 is used as a bomber, nose is transparent.





NEW ACROBAT VERA DEVINE DEVOURS BOX LUNCH ON TRAIN WITHOUT DINER



ACROBAT MARJORIE MARKLE IS ONE OF 14 GIRLS IN BIG FLAG FINALE ON OPPOSITE PAGE



FAT "ALICE FROM DALLAS" ADDS TO HER 685 LB. EATING SWEET COOKIES



TATTOOED BETTY BROADBENT DRESSES IN WASHROOM. TATTOOING NEVER WASHES OFF

THE CIRCUS AFTER A WINTER IN SARASOTA IT BEGINS ITS FABULOUS TREK ACROSS THE COUNTRY

On March 31 one of history's most amazing feats of transportation was begun anew in Sarasota, Fla. There, after weeks of rehearsal in winter quarters, Ringling Brothers and Barnum & Bailey Circus loaded its big silver trains with some 500 death-defying performers, including a whole new crop of 26 lovely girls, and chugged off for a new season. First stop was New York where the show is now playing indoors in Madison Square Garden. On May 12 it opens under canvas in Baltimore. Then for eight months "The Greatest Show on Earth" tours 18,000 miles from Boston to San Francisco, beating Hannibal's historic trek hands down, and doing it with twice as many elephants.

To haul its big show, the Circus owns 100 extra-long cars.

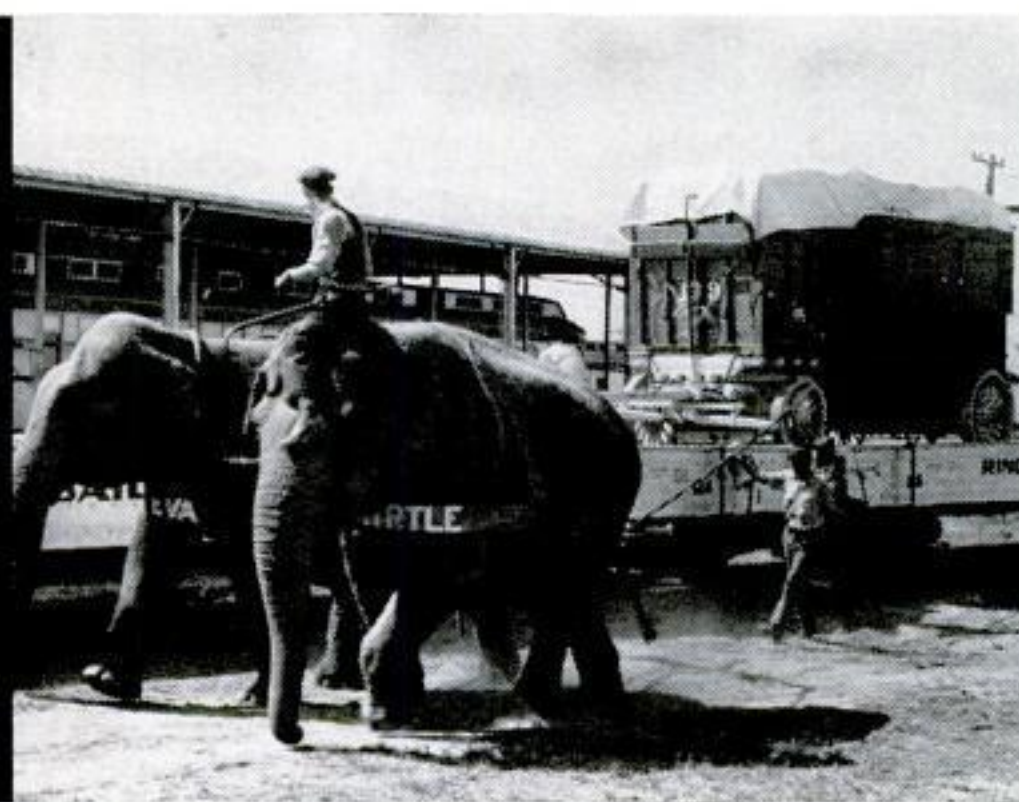
Locomotives are hired from 35 railroad companies across the country. The circus train is operated as four separate sections. Three carry equipment, animals and working-men. The fourth carries performers who are accommodated according to their station and taste. As cars are used mostly for sleeping, berths are always made up as beds. There are no diners because 4,800 free meals are served daily on circus grounds. Unmarried girls are bunked in what is traditionally called "Virgins' Car," where no man is allowed. Other cars are allotted to couples. Stars like the acrobatic Concellos have staterooms. Circus Owners John and Henry North ride in their own swank private car. Freaks live happily and exclusively in the "Sideshow Car."



CIRCUS GIRLS ON LADDERS FORM HUGE FLAG



Sister of Ringling Brothers, Mrs. Ida Ringling North, sees circus train leave Sarasota with her sons Henry (left) and John.



Myrtle and Eva, performing elephants, do extra work at Sarasota hauling big red wagons full of equipment onto flatcars.



Like boarding Noah's Ark, camel boards one of 50 animal cars. Menagerie includes 300 horses, 50 lions, three giraffes, two emus.



In all-girl car at the end of train pretty performers loll on beds and sort their belongings.



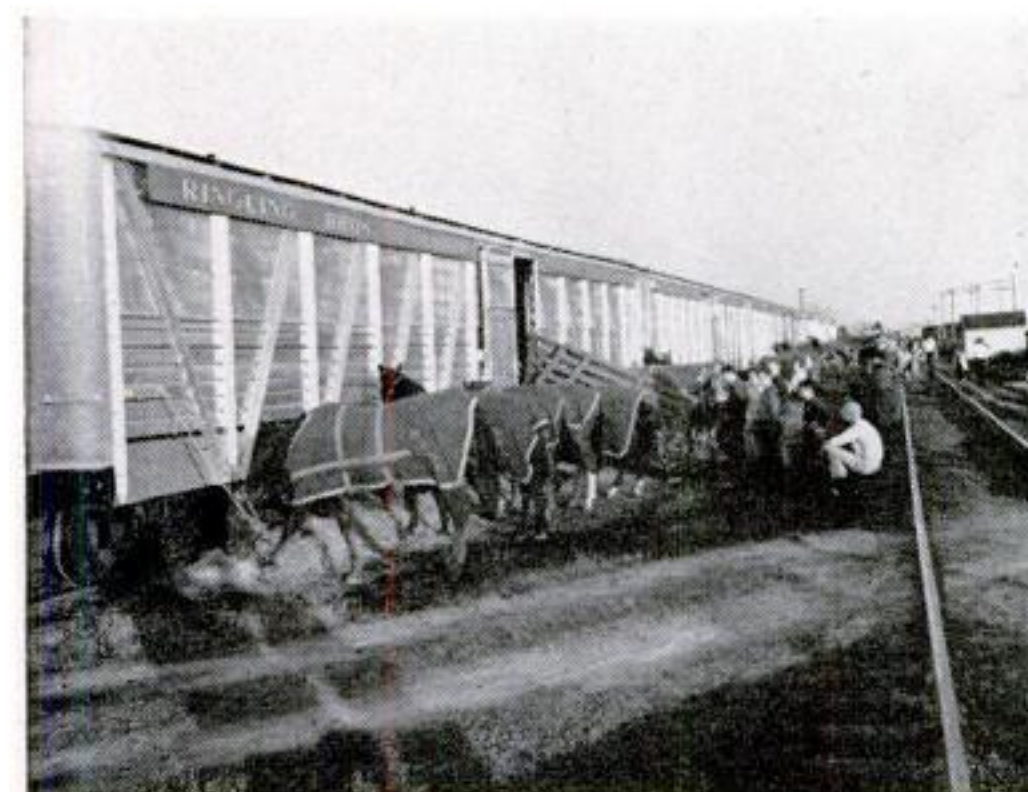
Bobbie Steele rates a private stateroom because she is an official's wife and a star rider.



Mrs. Gargantua embraces Keeper José Tomas, who keeps her gentle with an electric poker.



Midgets in "Sideshow Car" don't step off the train because it is too hard to step on again.



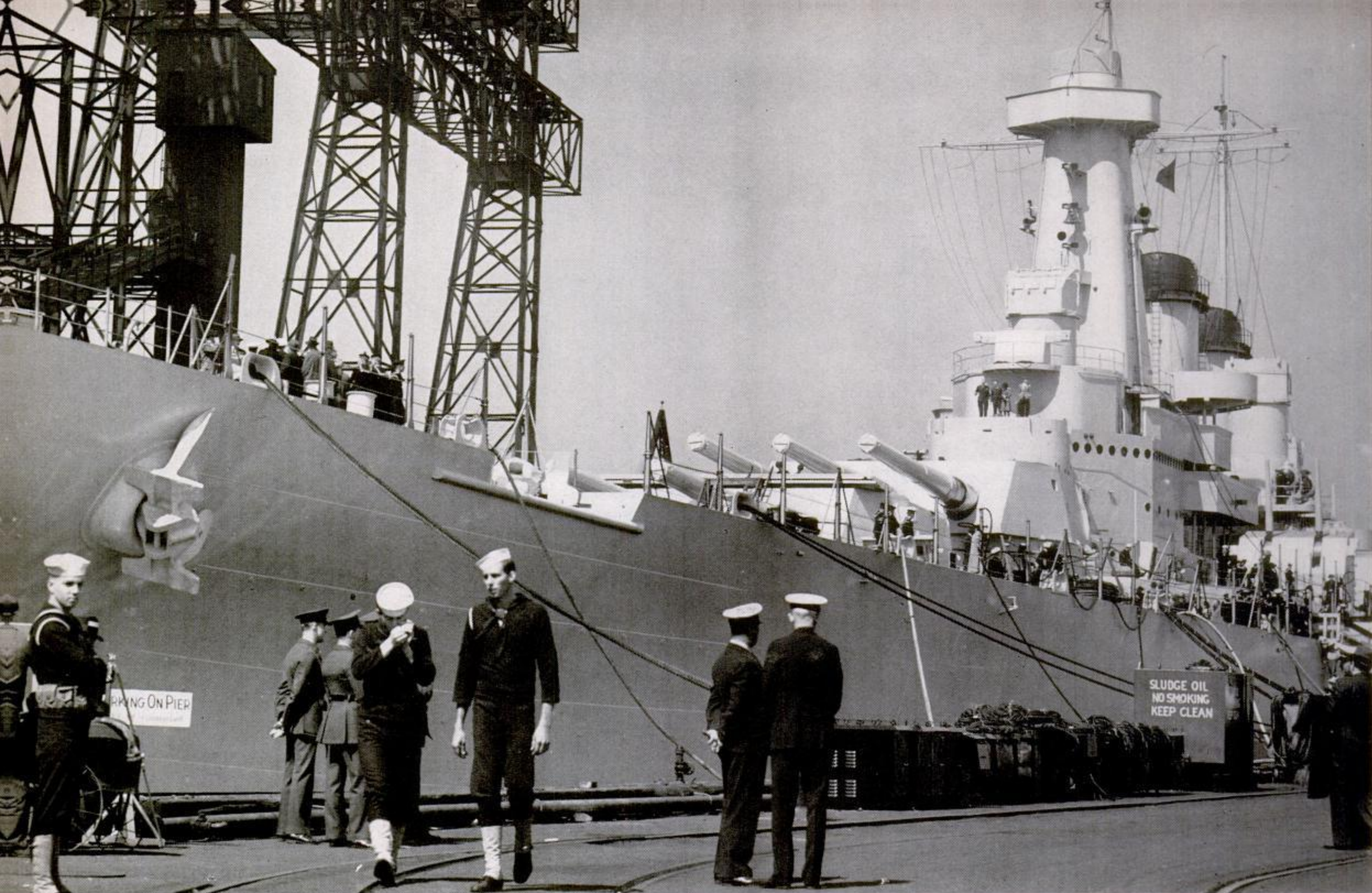
To feed the horses and rest the menagerie, the circus train is stopped at Charleston where everybody gets off and stretches.



Cristiani Family, Italian bareback riders, requires a spacious stateroom where Mama Cristiani cooks spaghetti for them.



At journey's end in Jersey City, performers get off and ferry across to New York. On long stops like this they stay in hotels.



U. S. S. "NORTH CAROLINA," BUILT WITHOUT PORTHOLES, LIES AT PIER IN BROOKLYN NAVY YARD. NOTE THE WOMAN VISITOR ATOP HEAVILY ARMORED CONNING TOWER

UNITED STATES NAVY GETS WORLD'S MIGHTIEST SHIP

In a businesslike 29-minute ceremony conspicuously lacking in gold braid and fancy cocked hats, the Navy last week formally commissioned its newest and mightiest fighting ship, the 35,000-ton, \$70,000,000 U. S. S. *North Carolina*, the first new U. S. capital ship to be built in 18 years. Her colors flapping in a fresh East River breeze (*see picture on opposite*

page), the *North Carolina* got Captain Olaf Hustvedt as commanding officer and a crew of 75 officers, more than 1,000 men. The 704-ft. *North Carolina* carries nine 16-in. guns. Her hull is welded and all portholes have been omitted, greatly simplifying her construction and increasing the strength of her frame. She will join the U. S. Fleet at sea sometime in July.

IN SHADOW OF THE "NORTH CAROLINA'S" GREAT 16-IN. GUNS, THE CREW FACES AFT AS FLAG IS RAISED. OFFICERS SALUTE WHILE ENLISTED MEN STAND AT ATTENTION







ERNST UDET, NOW PRODUCTION CHIEF OF GERMAN AIR FORCE, FLIES OVER FLEET OF ESKIMO KAYAKS ON WEST COAST OF GREENLAND. THIS PICTURE WAS MADE IN 1932

GERMAN AIRPLANES OVER GREENLAND LEAD U. S. TO TAKE ON ITS PROTECTION

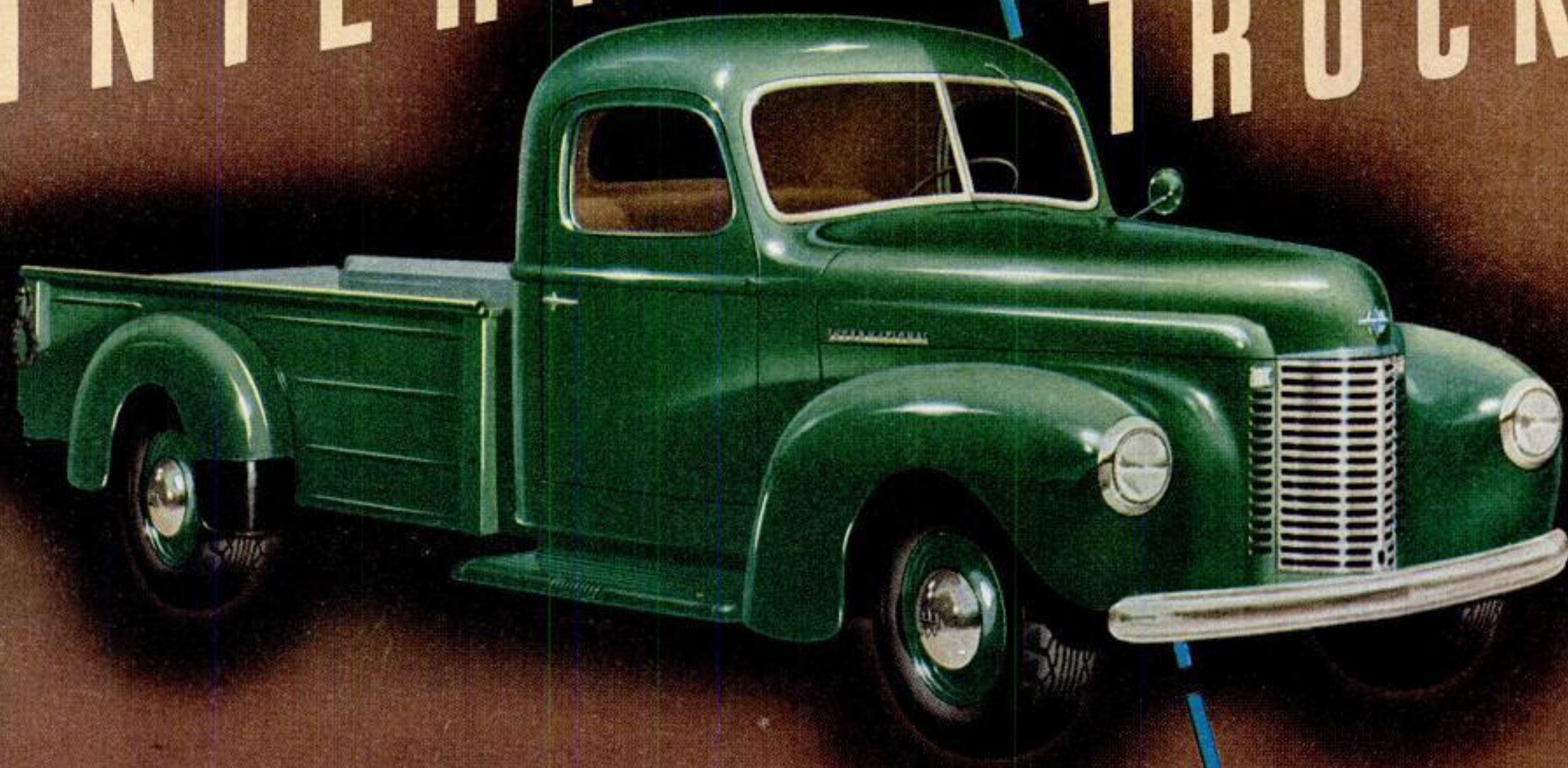
The protecting arm of the U. S. stretched out 1,800 miles last week to take in the vast subcontinent of Greenland. The agreement was signed in Washington by Secretary Hull and the Danish Minister to the U. S., acting on his own hook for the captive Government at Copenhagen. In return for guaranteeing Greenland's safety as a Danish colony, the U. S. gets the right to build bases and improve harbor facilities, possibly for the use of American convoys.

What caused President Roosevelt to act suddenly

was the appearance of German bombers over Greenland on March 27 and 28. But the interest of at least one German air chief in Greenland goes back to 1932. Ernst Udet, Germany's daredevil ace of World War I, spent that summer in Greenland doing stunt flying for a Universal movie called *S. O. S. Iceberg*. The picture above shows his plane over Omanak Fjord on the west coast. The next year Udet returned to Germany, began building planes for his friend Hermann Göring in 1936 and is now production chief of the Luftwaffe.

New

INTERNATIONAL TRUCKS



**NEW
EARNING POWER
for
OWNERS!**

International Harvester presents the great new hauling tools for your trade: the *NEW K-LINE INTERNATIONAL TRUCKS!*

These great trucks are as new in engineering as they are striking in appearance. Beneath the graceful streamlined hood you will find new power coupled with unbeatable economy... the new *Green Diamond Truck Engine*, which was designed and built entirely by International for this New K-Line Series.

As always, of course, the New Internationals are *all-truck* trucks. They are built better than ever to give you *better* trucking service and at *lower* cost per ton and per mile.

Here IS new earning power ready to go to work for you!

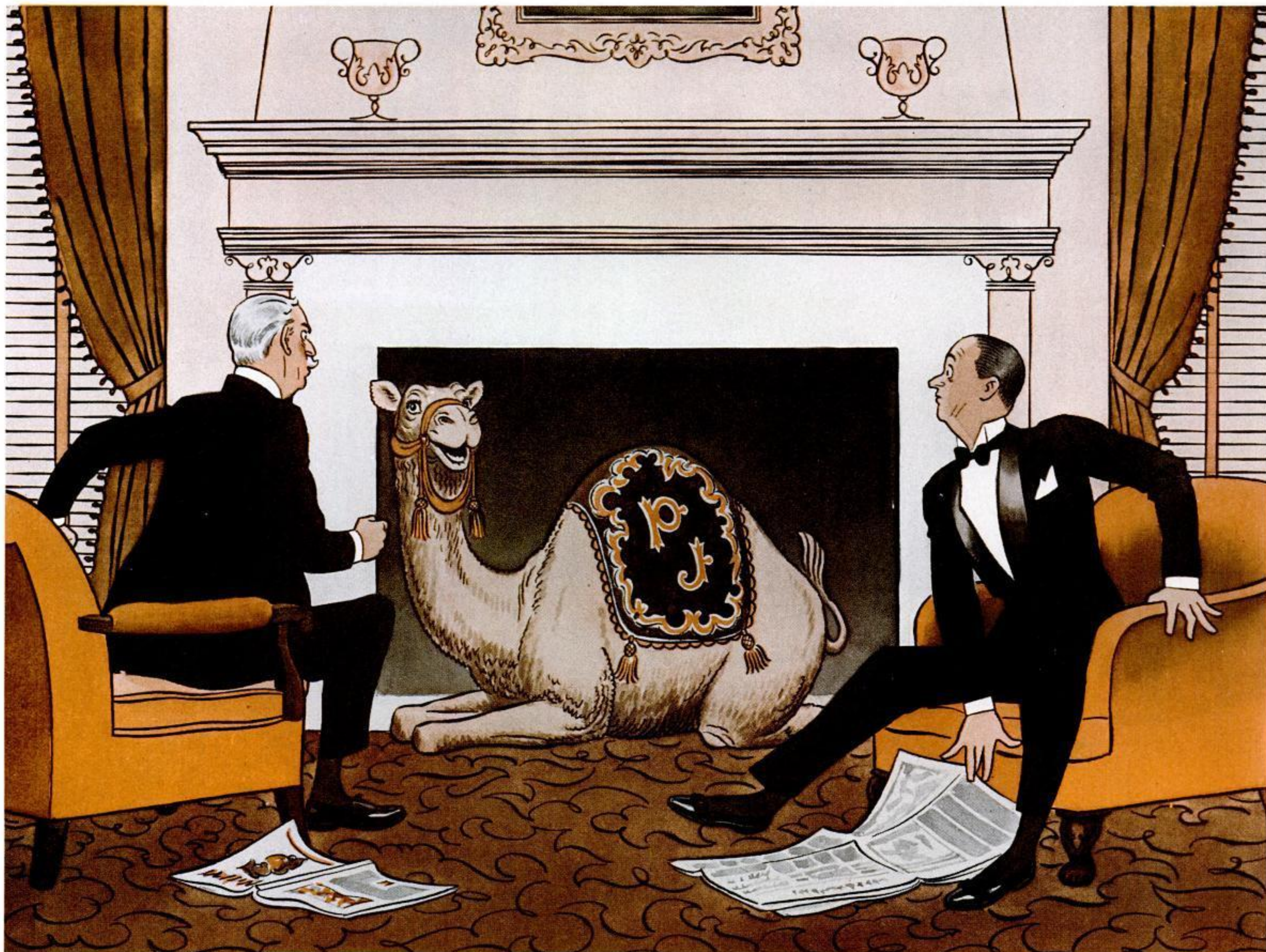
On the job you'll marvel at the handling ease of the New Internationals; the riding comfort of the new longer springs, the smooth, straight-line stop provided by the new double-anchor hydraulic brakes; the feel of security in the improved all-steel Safety Comfort-Cabs equipped with safety glass throughout.

Complete and convincing demonstration of these new trucks is yours for the asking at any International Dealer or Branch showroom... Meanwhile, we will be glad to send you a catalog giving you all the details about the *new* International line.

INTERNATIONAL HARVESTER COMPANY
180 North Michigan Avenue Chicago, Illinois



INTERNATIONAL TRUCKS



“Who asked you in, anyway?”

BOB: Now see here, you fugitive from a zoo! This is a gentlemen's club. How did you get in, anyway?

CAMEL: Peace, little brother. I come to advise, not to quibble. As I passed by your window, I heard you quarrelling about whiskies. I am here to settle your dispute. Speak!

DICK: What do you know about whiskies, my hilly friend?

CAMEL: Much, effendi. I am, in fact, a living reminder of one of whiskey's greatest qualities.

BOB: Yeah? What's that?

CAMEL: *Dryness*—that precious quality which some call lack of sweetness. Dryness—which permits the full, rich whiskey flavor to reach your palate unchanged and undistorted. Dry-

ness, effendi, is a virtue which whiskey experts demand.

DICK: Sure, sure. But that costs big money. I don't want to spend a fortune for whiskey.

CAMEL: Then, oh my friend, choose Paul Jones. It is a rare and priceless pearl among whiskies, of great mellowness. Its *dryness* brings out its superb flavor. And because it offers so much for a moderate price, it is known among the wise ones as a *buy*. This, my friends, is why its popularity has increased five times in two years.

BOB: Say, thanks for the tip! That Paul Jones sounds so good I believe I'll try some right now. Won't you join us?

CAMEL: By the beard of the prophet, I don't mind if I do!

*The very best buy
is the whiskey that's dry*

**Paul
Jones**



A blend of straight whiskies—90 proof
Frankfort Distilleries, Inc., Louisville & Baltimore

The straight whiskies in Paul Jones are 4 years or more old



Packing for home, excited Peggy receives help from roommate, Martha Hubble.



In the dining car of Union Pacific's *Los Angeles Limited*, Peggy has crackers and milk before going to bed.



A tardy telegram goes off to her parents after Peggy checks schedule with stewardess. Trip takes 60 hours.



Peggy peers out at dark rainswept landscape before going to sleep.

SPRING VACATION

Pomona's Peggy Winton, like a million other American college students, goes home for holiday rest and fun

As spring moved north last week, nearly a million U. S. college students were starting, enjoying or ending mid-term vacations. The long weary winter semester was over and it was time for a week or fortnight of rest and fun before the last critical drive toward final exams in June. Among these hordes of holiday-happy young men and women, hurrying across the continent by car and train, north, south, east and west, from 650 U. S. campuses to 900,000 homes and then back to classes, one of the most excited and exciting was Peggy Winton of Pomona College, Claremont, Calif. Here LIFE accompanies Peggy on her spring vacation 2,000 miles from Pomona's campus to her home outside Minneapolis, Minn.

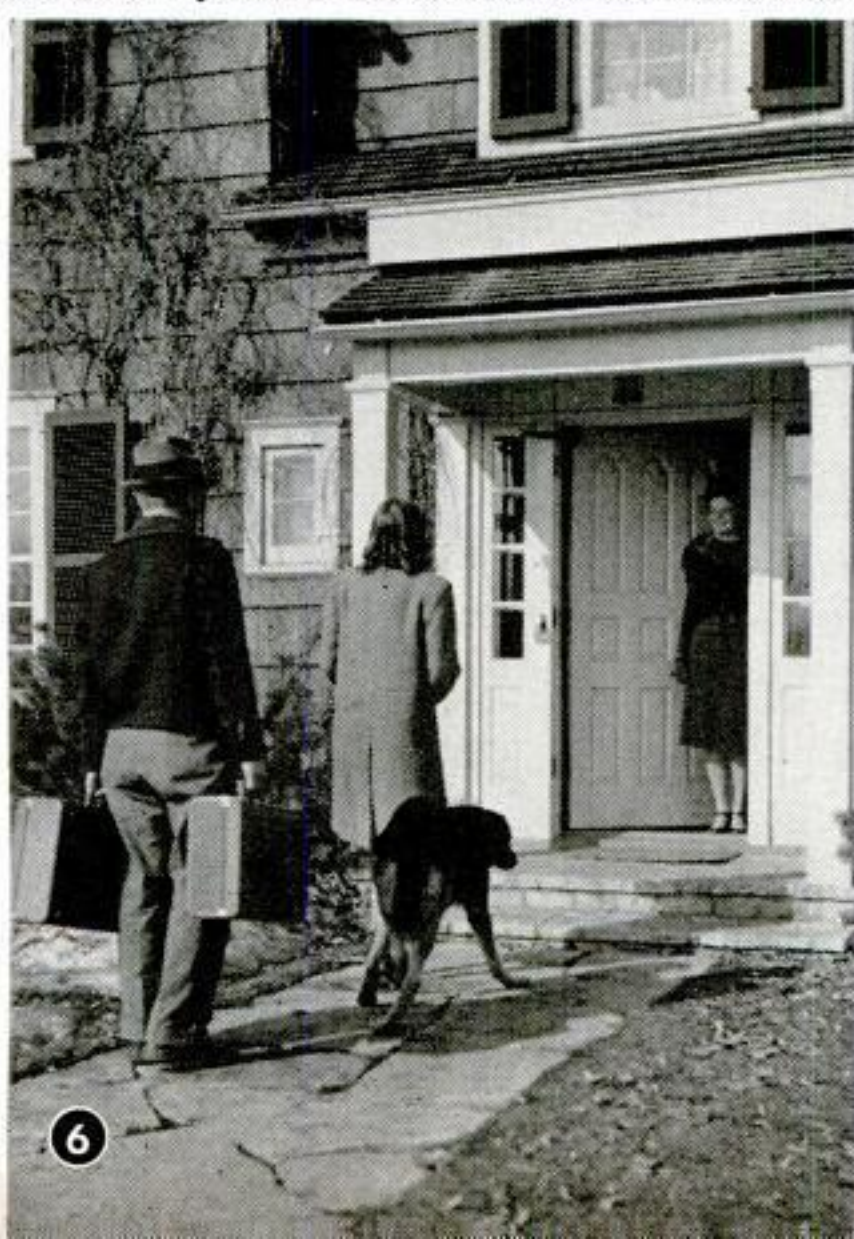
Daughter of a Minnesota lumber company executive, 18-year-old Peggy entered Pomona because she wanted a smallish, coeducational, liberal arts college, and because she wanted to go West. She has had fun during her first months of academic life. Not over-inclined to scholarship, Peggy has found California an auspicious environment for the outdoor sports she enjoys, and Pomona's masculine enrollment has not been slow to note her blithe brown eyes, pert figure and competence on the dance floor. Already this spring Peggy has played tennis and projected swimming excursions to the coast 35 miles away. To Peggy Winton, paradoxically, vacation meant a return to winter sports.

Though Peggy's transcontinental trip reversed the march of the seasons, it was in one sense characteristic of the vernal vacations of thousands of other book-bored U. S. students. The prime purpose of a spring holiday is change and Peggy was ready for a change. She was ready to see her family and her old friends in Minneapolis, ready for old scenes and new dates. For pictures of Peggy's holiday, showing her shopping, dancing and enjoying the pleasures of home, turn the page.

Peggy's parents greet her as she steps off the Limited in the Minneapolis station.



Peggy comes home. The Winton's live in fashionable suburb, Wayzata, on the shore of Lake Minnetonka.



First reunion dinner features her favorite dishes. At the right is Peggy's redheaded sister, Katherine.



Resting up for fun to come, Peggy starts holiday knitting for Britain.





Athletic Peggy gets set for a few figures on Lake Minnetonka (inspiration of the familiar songs *By the Waters of Minnetonka* and *From the Land of the Sky-Blue Water*). Peggy's home, built on Cape Cod lines, overlooks the lake from atop a wooded hill.



In her iceboat, Peggy skims down Minnetonka's twelve-mile icy expanse. Like her father and brother, Peggy is adept at all outdoor sports, enjoys them much more than studies. Below: she pats her German shepherd, Arlo, who waits while she skates.



Heavenly!

FOR THAT NEVER-TO-BE-FORGOTTEN FLAVOR . . . WE USE MORE OF THE RARER, RICHER COFFEE BEANS NEVER BEFORE SO AVAILABLE

Aroma . . .

Dark and heady and tantalizing. As persuasive as a fine perfume.

Flavor . . .

Sparkling and wit-inspiring. Confidence-encouraging. Maker of new friends. Renewer of old cordialities. Serve it . . . sip it . . . savor it . . . look forward to its golden, pungent richness. Clear gaiety and mellow satisfaction in a single tiny cup—we give you the NEW BLEND Chase & Sanborn!

Listen to Edgar Bergen-Charlie McCarthy on the Chase & Sanborn Radio Program every Sunday on the NBC Red Network



CHASE & SANBORN COFFEE



Peggy window-shops in Minneapolis with her old classmates from the Northrop Collegiate School for girls. Now students at University of Minnesota, they try their best to induce her to leave Pomona and attend Minnesota with them. Peggy is tempted.



She buys an Easter bonnet at Dayton's, smart Minneapolis department store. Below: she lunches with friends at Delta Gamma sorority house. They too urge Peggy to transfer to Minnesota, and predict a big sorority rush for her if she should do so.



CONTINUED ON NEXT PAGE

Don't "Shop Around" for Corset Comfort



Mrs. Alma Ruppel
of Pennsylvania

*Consult Your
Charis Corsetiere
AT HOME*



Lightweight All-In-One for average figures.
Step-in design.

THE simplest—and surest—way to avoid inconvenience and uncertainty in corset selection is to consult your Charis Corsetiere—at home.

Perhaps no one has been able to show you the exact model you should wear, for comfort and to

exclusive method of figure study and model selection, plus the constant, professional attention of the Charis Corsetiere, will solve your particular figure problem, once and for all. That is why Charis is the only foundation garment sold with the unconditional, money-back guarantee reproduced below.



Charis Pull-on Girdle.
A light girdle for youthful figures.

CHARIS

The Only Foundation Garment Sold With This
UNCONDITIONAL GUARANTEE

If, for any reason, the wearer is not entirely satisfied with her purchase during the first 30 days following delivery of the garment, the purchase price in full, in exchange for the garment, will be promptly and cheerfully returned. If, during or after expiration of the 30 day guarantee, any portion of the garment should prove defective, the faulty part will be replaced free of charge.

give you smooth, youthful lines. Many women have this difficulty.

Like Mrs. Alma Ruppel, who has served her satisfied Charis clientele for 10 years, your Charis Corsetiere employs a method of figure study and model selection that is different from any other. It shows exactly how much control or support you need and the type of garment that will provide it. The unusual variety of models in the Charis line makes it easy to select the ideal garment for your requirements.

Charis designers know, from long experience, that this

Don't "shop around" for corset comfort. Consult your Charis Corsetiere—either by telephone at the Charis Establishment listed under Charis, or by mail at the address below.

Prices start at
\$2.95

*Slightly higher
on West Coast*



Special, concealed lacer model designed for narrow-hipped figure.

CHARIS

CHARIS CORPORATION, ALLENTOWN, PA.
Member of the Foundation Garment Institute of America, Inc.
CHARIS LTD., NEW TORONTO, CANADA



Peggy sends a straight one down a campus bowling alley in session with Minnesota friends. By now Peggy has had enough hen parties, is ready for masculine company.



Peggy's first vacation date is Cliff Frank Anderson, her pal since days when he was a crack athlete at West High School. Now he plays end on Minnesota football team.



At the Hotel Nicollet, No. 1 rendezvous of young college crowd, Peggy and Cliff enjoy Latin rhythms. Peggy returned to college April 7 torn between Pomona and U. of Minn.



"Gee, people have been noticing us since I bought this Arrow Tie!"

• So help us, people *do* notice and admire Arrow Ties . . . because they're so darn good-looking . . . because they tie into perfect knots . . . because they have a special lining that's death on wrinkles. Why not get some today? Only \$1.00 and \$1.50.

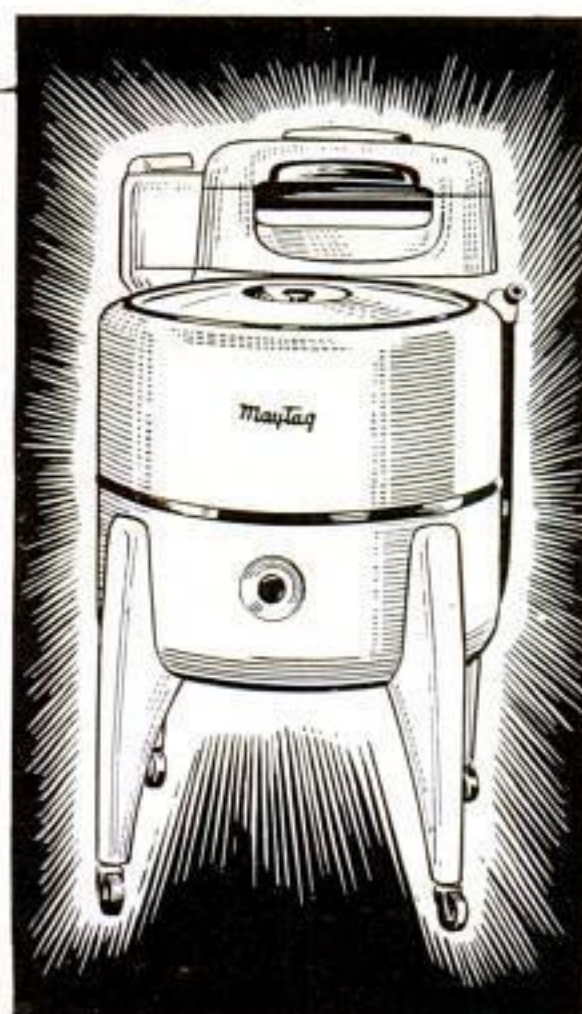
ARROW TIES
As Outstanding as Arrow Shirts

Made by Cluett, Peabody & Co., Inc.



"She never got 'em all clean at once until she got her new Maytag!"

• If your washing is heavy—or your family is big—or your time is limited—or you don't like hard work—or all four—try this new Maytag next washday! It's built for people like you—built to wash lots of tubs full of dirty clothes per hour . . . and wash them clean! It's got what it takes to do it, too . . . the exclusive Maytag combination of gyrator and sediment trap that flushes dirt from the garments and removes it from the washing water! And that new damp-drier—there's a real work and clothes saver—is safe and simple to operate. Ask your Maytag dealer to show you this wonder washer . . . it's Maytag's finest round tub washer.



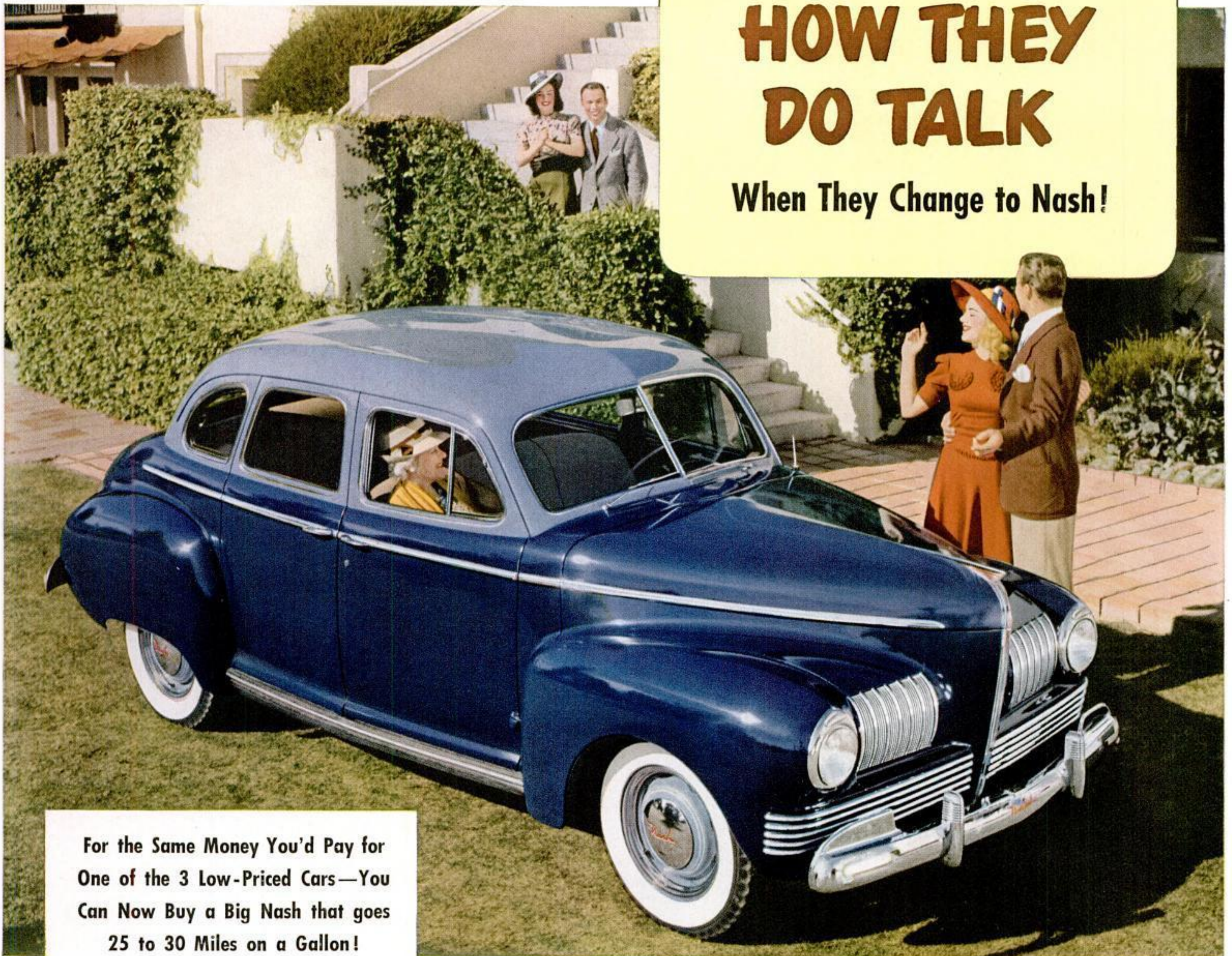
Maytag \$79.⁹⁵

CHIEFTAIN LOW EASY TERMS

Prices slightly higher in western and southern states.

HOW THEY DO TALK

When They Change to Nash!



For the Same Money You'd Pay for
One of the 3 Low-Priced Cars—You
Can Now Buy a Big Nash that goes
25 to 30 Miles on a Gallon!

ACTUAL COLOR PHOTOGRAPH OF THE NASH DELUXE TRUNK BACK FOUR-DOOR SEDAN, ONLY \$860.*

YOU can raise a polite eyebrow at a man's golf or fishing yarns—but if he's talking about his new Nash—*look out*, he knows his stuff!

All over America, they're pulling out their little maroon Nash Savings books—and what tales they tell!

From Maine to California come reports like these: "I'm now averaging 28 miles a gallon at speeds of 35 to 40 miles per hour"... "getting 8 to 10 more miles per gallon than our old small

car delivered"... "In all kinds of weather—90 miles a day, I've averaged 26.7 miles a gallon—solid comfort all the way."

You never heard of mileage like this before—for a car as big and beautiful as Nash. But that's only the starter of the story of America's *new kind of car*.

Drive it. Discover what owners mean by "perfect roadability". See the amazing differ-

ence that four-wheel coil springing makes—in riding and steering.

See why they're talking about the Weather Eye miracle of Nash Conditioned Air... marveling at the silence of its one-piece welded body and frame... boasting about the pick-up and power of its Manifold-Sealed Engine.

So, why should *you* be content with an ordinary, low-price car—when, for the same money, you can buy this big, beautiful new Nash?

See your Nash dealer now—and see why thousands each week are changing to Nash!

NASH GIVES YOU MORE

- ★ BETTER ECONOMY... 25 to 30 Miles on a Gallon of Gas.
- ★ SMOOTHER RIDE... Only low-price car with Coil Springs on All Four Wheels.
- ★ EASIER STEERING... First low-price car with Two-way Roller Steering.
- ★ ROOMIER... Greater Seating Width. The Rear Seat makes up into a Convertible Bed.
- ★ SAFER... Welded Body-and-Frame Construction... made rattle-proof, twist-proof.



\$745

* buys the big Sedan shown above. Other prices start at \$710. *All prices, delivered at factory, include standard equipment, federal tax. Weather Eye, Convertible Bed, White Side Wall Tires, Two-tone paint, Deluxe Wing Bumpers or Bumper Guards at slight extra cost. Prices subject to change without notice.

Go NASH
AND SAVE MONEY EVERY MILE

An Open Letter *to* **GENERAL MOTORS DEALERS**

THROUGH all the years that General Motors has been in business, you and we have worked together.

They have been great years, despite their headaches from time to time.

We were building a business together – a new business based upon a new product, destined to revolutionize the living and broaden the horizons of millions.

Our job has been to build that product better and better – to deliver the finest automobile values that General Motors research and manufacturing resources can provide.

Your job has been to distribute that product and maintain it in service – a pioneering job, in which there still is and always will be much to be done.

As a group you have so far done that job so well that steadily increasing numbers of people in America have come to own and enjoy and benefit from the cars you sell.

Here is a story few people know – few, even of those who benefit most.

It is a story of how 18,000 local businessmen have stepped up to a difficult job.

It is a story of hard-won progress – of challenges met in management – of steadily advancing standards in selling and servicing – of learning to know what your local customers want and when they will want to buy.

Few other groups of merchants in America have made a record finer than yours.

We believe the people of America – the people of your home town – need to know that story.

That is why we tell it here, why we plan to retell it in these pages in the months to come.

Alfred P. Gloaguen
Chairman
GENERAL MOTORS CORPORATION



GENERAL
MOTORS

GENERAL
MOTORS
DEALERS

*Partners
in
PROGRESS
through
SERVICE*



GENERAL MOTORS
Home Address, Main Street, U.S.A.

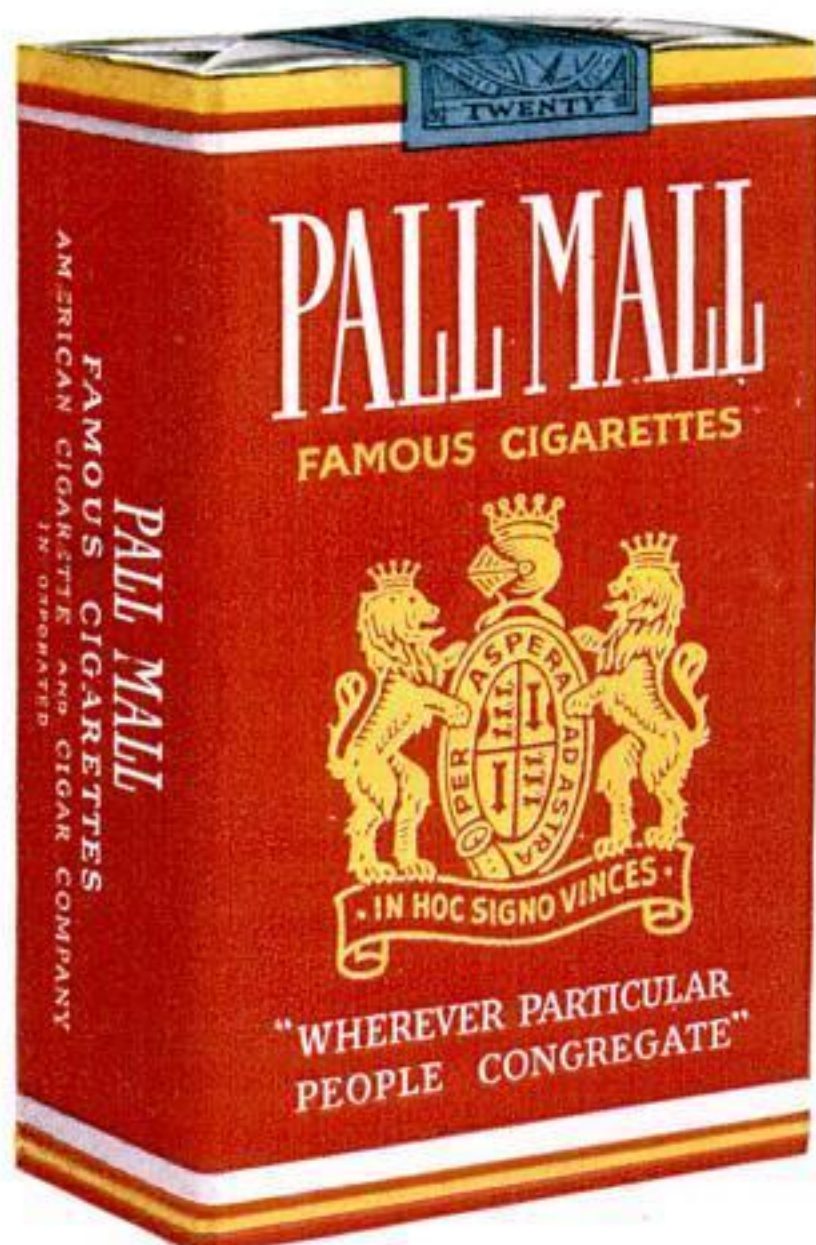
CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC

VILHERY



In cigarettes, as in army planes, it's modern design that counts!

"You girls know the importance of design,— modern design!"



● LOOK AT Pall Mall closely. It's not merely a longer cigarette. It's a milestone in cigarette history!

For Pall Mall is a cigarette deliberately designed for better smoking.

Pall Mall is over 20 per cent longer than the old-style cigarette. And this additional length is important.

Because it travels the smoke further—the smoke reaches you cooler. Because it filters the smoke through more tobacco—the smoke is definitely milder.

Important, too, is BULKING.

Because this careful Pall Mall process mellows tobaccos as nothing else can.

In BULKING, the traditionally fine Pall Mall tobaccos acquire a new character. The delicate flavors and aromas blend with one another. All harshness is gradually softened.

Pall Mall becomes a noticeably smoother cigarette.

The smoke of these fine tobaccos—enriched by BULKING, traveled and filtered through Pall Mall's greater length—gives you a combination of advantages no other cigarette can offer.

"You girls know the importance of design,—modern design!"

Prove it! Yourself, try Pall Mall critically.

"WHEREVER PARTICULAR PEOPLE CONGREGATE"



Californian is Eugene Quimby ("Red") Tobin, 24, only Eagle to get German plane.



New Yorker is Sam A. Mauriello, 32, commercial pilot who has flown 1,580 hours.



From Brooklyn is Medical Officer Arthur Osborne, who studied at Glasgow University.



Coloradoan is Luke Allen, 23, flying teacher and commercial pilot with 1,500 flying hours.

AMERICANS FLY FOR BRITAIN IN R.A.F. EAGLE SQUADRON

A cross-section of America's young men are now engaged in the Battle of Britain. They are the fighter pilots of the Royal Air Force's Eagle Squadron (No. 71) who wear an eagle insignia on the shoulders of their powder-blue R. A. F. uniforms. Their organizer, Colonel Charles Sweeny, has been in Canada taking applications from pilots with 250 hours' flying experience in the hope of forming two more squadrons, making a full wing. Significant of England's comfortable margin of manpower is the fact that these Americans, all experienced fliers when they began, were given six months' training before they were sent into action.

The young men include nearly every racial strain in the U. S. Names like Bono, Donahue, Haaren, Kolen-dorski, La Guardia, Luczkow, Mamedoff, Olson, Provenzano and Peterson fly beside an Anderson, Allen, Ayre, Bateman, Daymond, Goddard, Holton, Kennerly, McGinnis, Moore, Sullivan, Satterlee and Whitehead. They all have the loose-limbed American walk, the direct American manner and they are already known, as in 1917, as "the crazy Americans." Their accents come from North, South, East, West. Four have so far been killed, one who was flying a training plane when he could not resist the temptation of battling a German plane.



Roughhouse game in the Eagle Squadron officers' mess is to toss around the circle on outstretched hands one offi-

cer who holds himself rigid. The first man to let him drop becomes It, has to take his place in center of the ring.

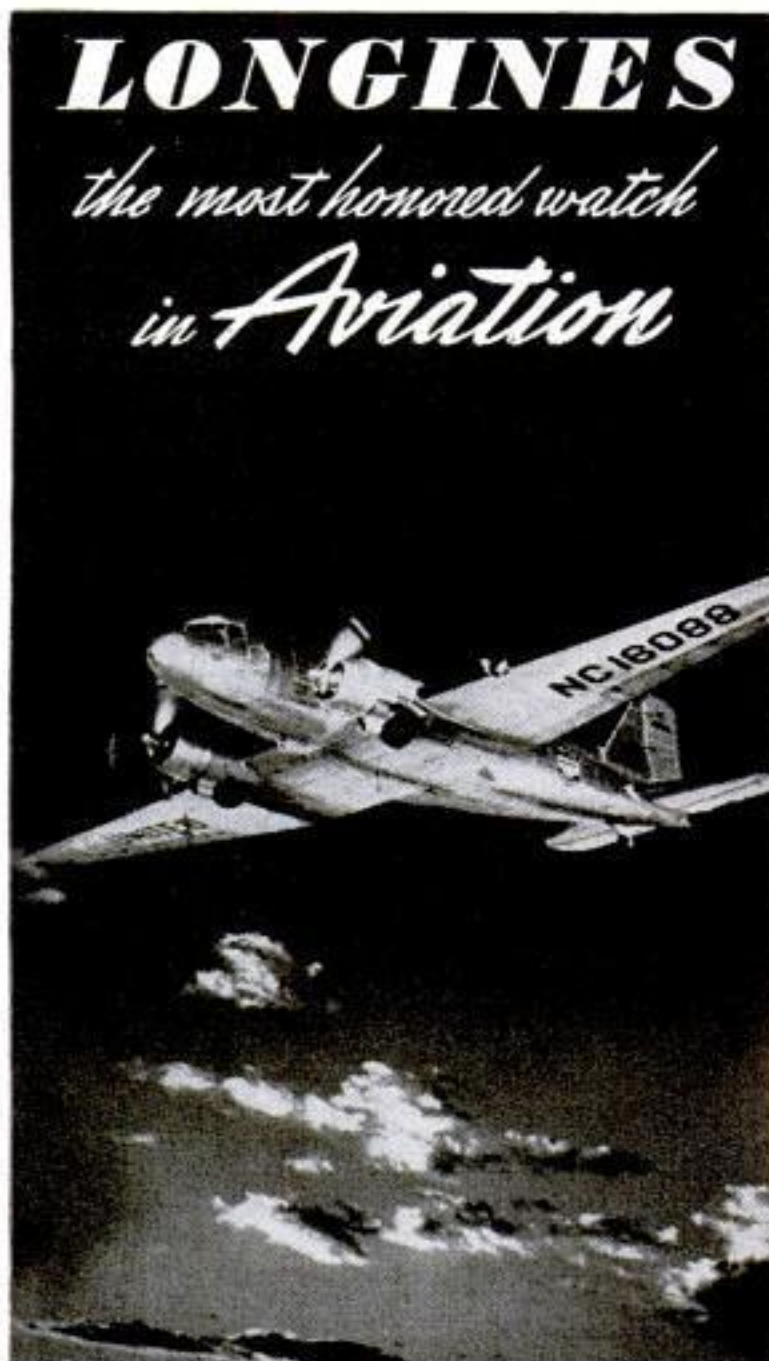


"Hi-cock-a-lorum" is the name of this violent game here played between English and American teams in the Eagle

Squadron. One side gets down and other leapfrogs onto their backs to try to smash them to floor or break bridge.



Squadron Leader is William ("Bill") Taylor, 34, son of U. S. Army officer. He has 5,000 flying hours, flew for U. S. Navy.



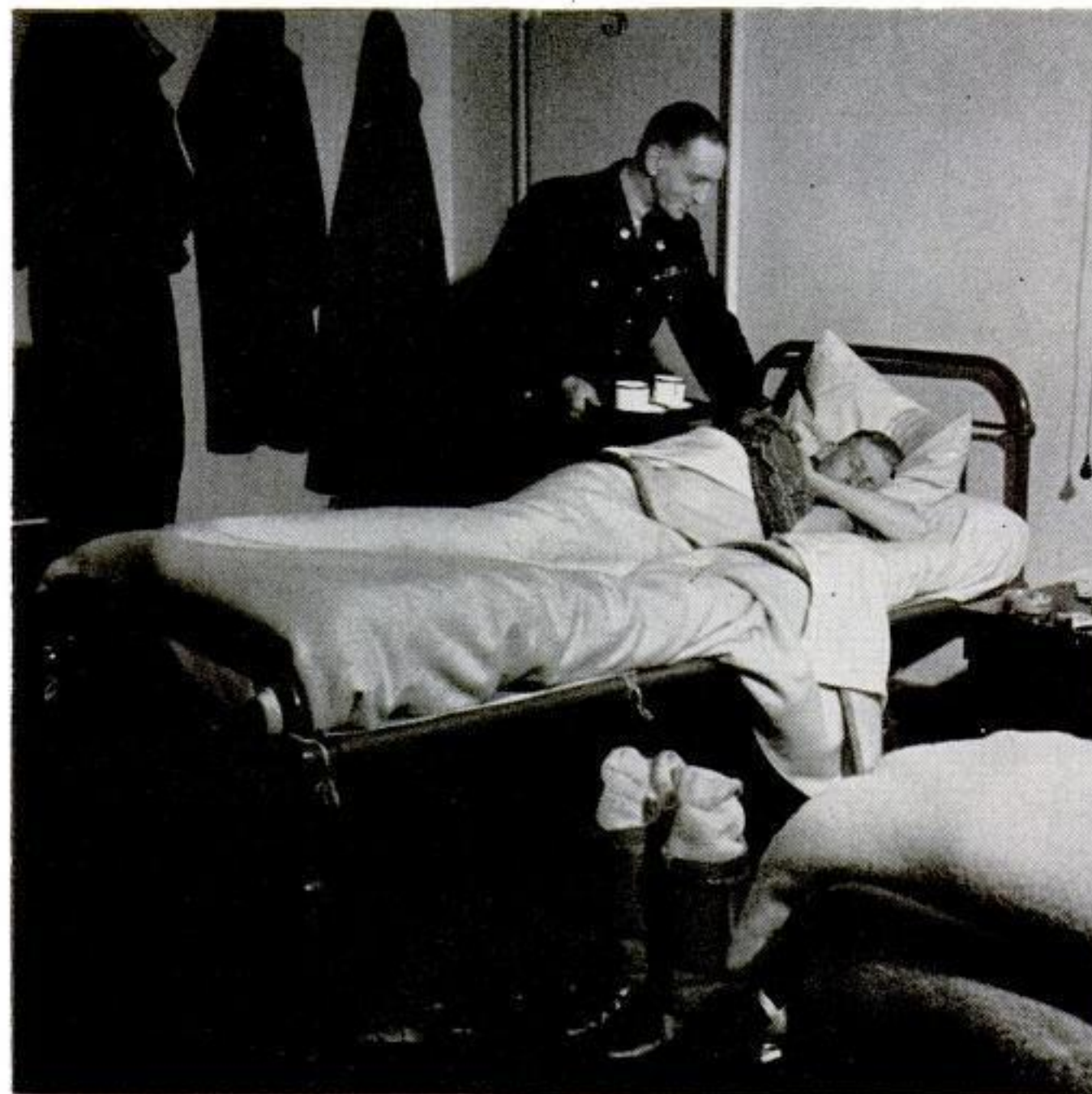
UNITED AIRLINES Mainliners, flying U. S. airmail route No. 1, coast-to-coast are equipped with Longines Aviation Watches. The ocean air routes of Pan American and Royal Dutch are flown with Longines Navigational Watches. The survey flights of American Export Airlines were navigated with Longines Watches. In aviation, as in other fields where time-accuracy is essential, the most honored watch is Longines.

Longines
THE WORLD'S MOST HONORED WATCH

Longines Aviation Watches were proven in the service of the great pioneer flyers—Chamberlain, Balchen, Post, Lindbergh, Byrd, Mattern, Hughes, and others. As a result, the science of airplane navigation was built around Longines Aviation Watches created by Longines engineers.

The research and technical facilities necessary for the construction of super-accurate Longines timepieces for navigation and scientific use have contributed to the greater accuracy and dependability of all Longines Watches. Because of this, Longines Watches have won more honors for accuracy than any other watch. Thirty-eight world's fairs have given Longines Watches highest honors.

Longines jewelers now show the 75th Anniversary Longines Watches, representing the peak of Longines perfection, priced from \$40; also Wittnauer Watches from \$24.75, products of—
LONGINES-WITTMAUER WATCH CO., INC.
580 FIFTH AVENUE NEW YORK, N. Y.
Montreal, Canada



Time to get up is before dawn for Chesley Gordon Peterson, 20, Utah Mormon, on dawn patrol. He worked in Douglas Aircraft factory, got training in U. S. Air Corps.



On operational duty, officers wait in Dispersal Hut for telephoned orders from Operations Room. Eagle Squadron has gotten into air in one minute, 20 seconds, a record.



A flight of six Hurricane fighters does "fancy flying" in a formation rarely used in battle by the Eagle Squadron. They inherited planes from famed Polish 303 Squadron.

Science says your fingers will know I am a Ticonderoga Pencil.

Scientific tests * prove my exceptional smoothness!

* Final results of scientific tests show you save 50% in energy when you switch from wasteful, inferior pencils to Dixon Ticonderoga. Tests were made in the laboratory of a leading university.

A FINE AMERICAN NAME
DIXON
TICONDEROGA
FOR A FINE AMERICAN PENCIL

An extraordinary 5¢ pencil. Get quantity quotations from your stationer or stationery dealer. Joseph Dixon Crucible Co., Dept. 43-13, Jersey City, N. J.

A MARK OF IDENTITY

ADVERTISED IN
LIFE

For your convenience . . . this mark of identity in a store quickly calls attention to LIFE-advertised products.

"THESE ARROW SEALED BEAM LIGHTS GIVE YOU SAFER NIGHT DRIVING"

ARROW SEALED BEAM CONVERSIONS change over headlamps on pre-1940 cars to Sealed Beam Lighting.

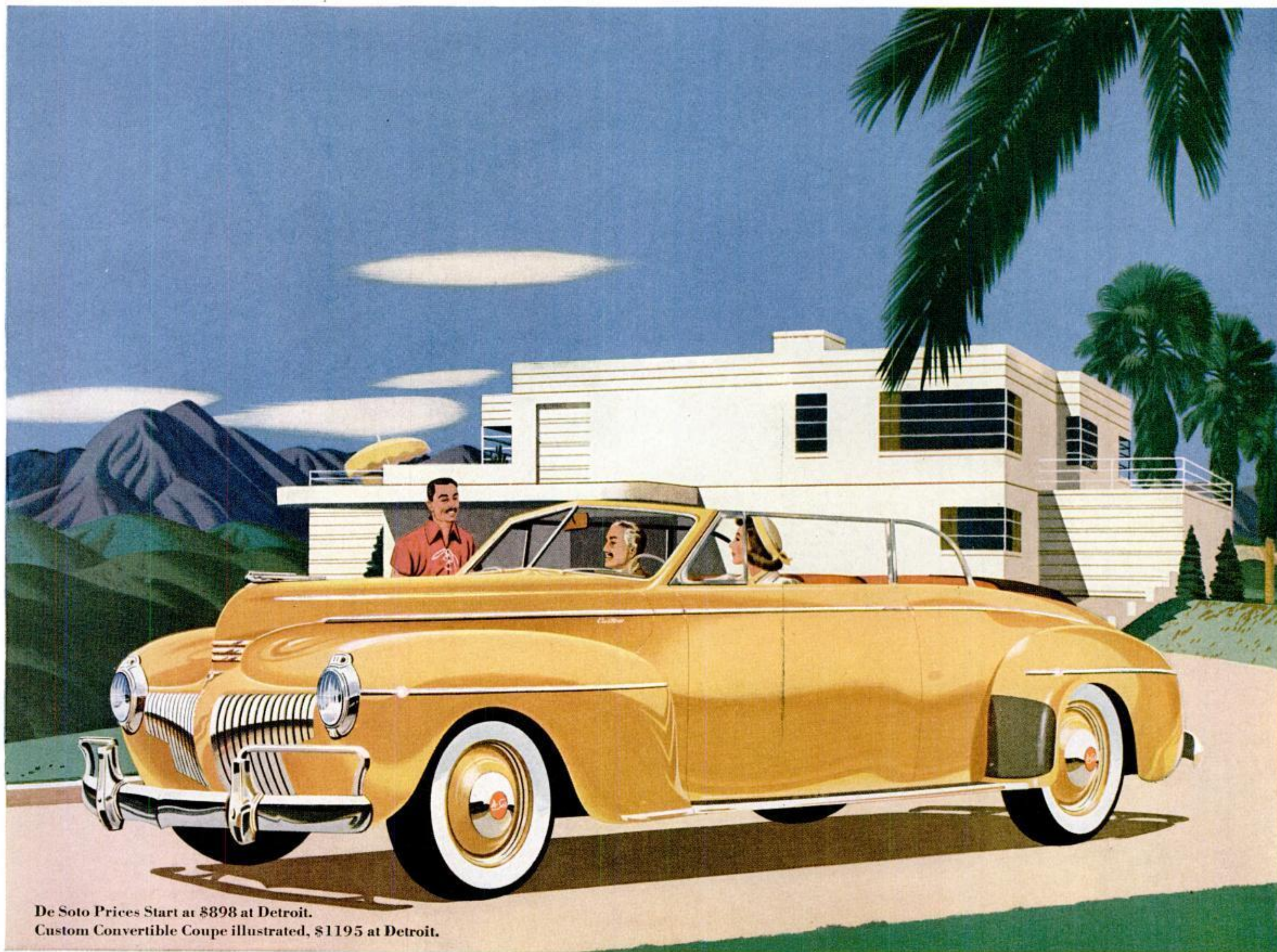
ARROW SEALED BEAM FOG LAMPS give you greater all-weather safety. See your dealer or write for catalog. P. O. Box 238.

ARROW SAFETY DEVICE CO.
MEDFORD, NEW JERSEY

A Sensation
IN ANY SETTING

IF YOU LOVE BEAUTY
YOU'LL LOVE
DeSoto

Every Line of this Rocket-Bodied Car says, "Quality"! And with this beauty goes 105-horsepower performance... the comfort of 121½" wheelbase, a New Miracle Ride! See it... Drive it. And ask for a demonstration of De Soto's Fluid Drive with Simplimatic Transmission—available at moderate additional cost.



De Soto Prices Start at \$898 at Detroit.
Custom Convertible Coupe illustrated, \$1195 at Detroit.



SPECIAL REAR WINDOWS! With the top up, people in back get full vision; with the top down, they're fully screened from the wind! And that top operates automatically!

LONG—LOW—WIDE...De Soto is refreshing to look at—and to ride in. There's a new kind of comfort here!

De Soto's big Rocket Body length gives you more leg room—you can really stretch and relax! This car is wide—with full three-passenger seats! The new Box-type Frame gives great rigidity—permits a lower center of gravity—you really hug the road.

You can take curves on even keel. De Soto—unlike most cars in its class—has *two* Ride Stabilizers instead of *one*! And over bumpy roads—your

hands feel no "jitters"...De Soto has rubber-cushioned Shockless Steering!

On top of all this, De Soto *alone* has Fluid Drive with Simplimatic Transmission—No-Shift Driving at its best! This means, for all normal driving you don't have to *touch the clutch or gear-shift*! It's thrilling—don't miss it!

Prices from \$898, delivered at Detroit. Transportation, state, local taxes, extra. De Soto Division of Chrysler Corporation, Detroit, Mich. *Prices Subject to Change Without Notice.*

MAJOR BOWES, C.B.S., THURS., 9-10 P.M., E.S.T.

***FLUID DRIVE**
WITH
Simplimatic
Transmission

**You Don't Have To Shift
Or Use The Clutch For
Normal Driving**

*AVAILABLE ON ALL MODELS AT MODERATE
ADDITIONAL COST



Beat this for breakfast if you can! Corn muffins and sizzling little pork links with Del Monte Fruit Cocktail—drained and heated in a little sausage fat. A grand good morning—any morning the year 'round.

*If these won't
wake up April appetites
—then we don't know appetites*

—OR DEL MONTE FRUIT COCKTAIL EITHER

Give them a look—and get hungry. Six thrills for jaded appetites—all made with Del Monte Fruit Cocktail. Meal-time magic from a single can—that's what it is!

And these six are only a starter. You'll use Fruit Cocktail dozens of ways. In salads, on cereals, with meats—just "as is" for fruit cups or dessert.

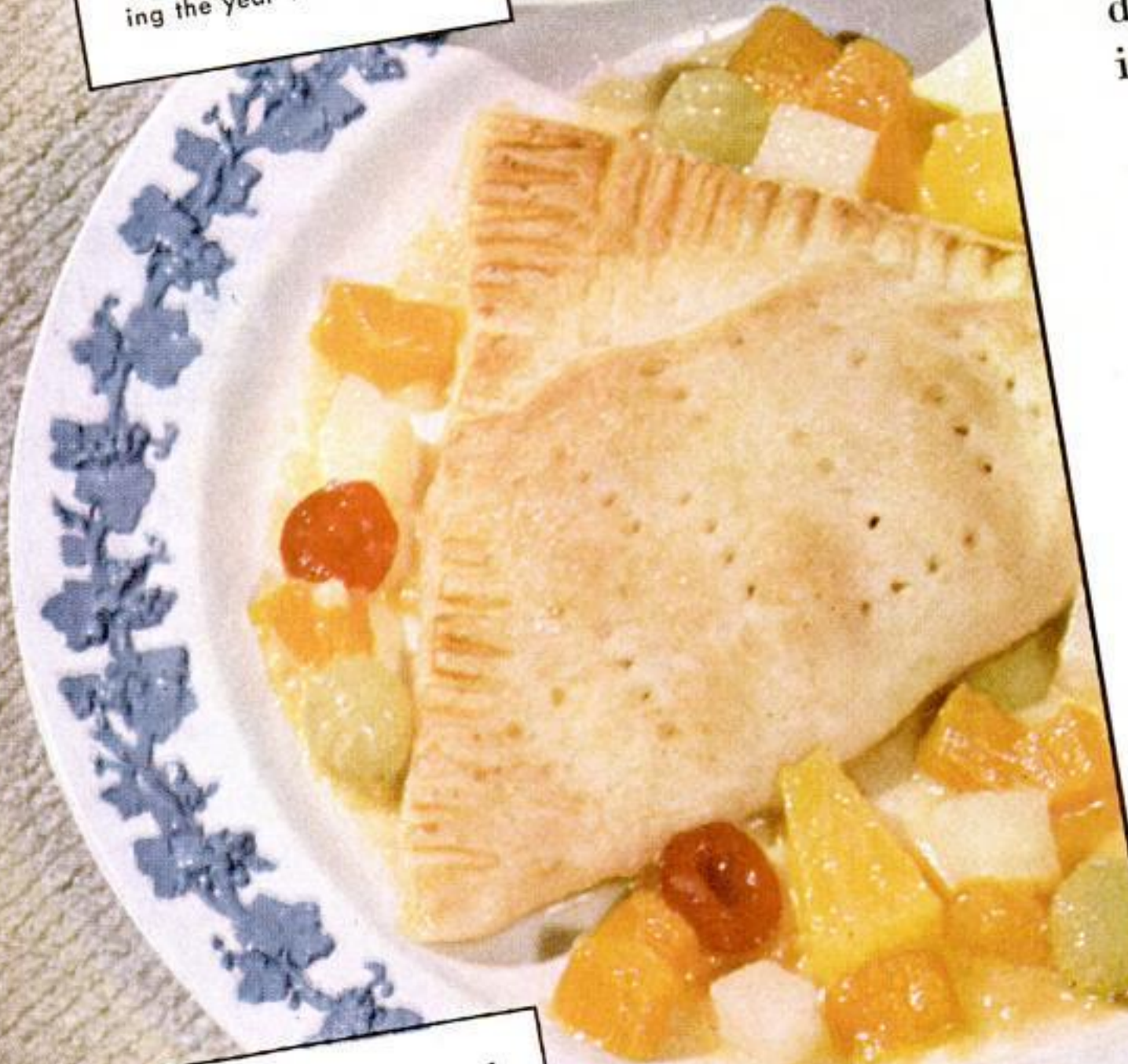
And best of all, it's so quick and easy. Peeling, slicing, mixing—all done for you. That's the glory of Fruit Cocktail. Just open a can—and you have color, freshness, flavor, ready for any meal. And always welcome!

For this is no ordinary fruit combination, remember. These are *Del Monte* fruits—and your favorites, at that! Pineapple, peaches, pears, grapes and cherries—blended

Del Monte's way. That's why the syrup is so sparkling—why each separate piece of fruit looks so fresh, tastes so good.

Keep a supply on your pantry shelf. Be sure it's plenty—you're going to want it often.

And don't forget Fruits for Salad—the same fine quality, larger pieces of fruit



New twist for turnovers! Fill squares of thin-rolled sweetened biscuit dough with Fruit Cocktail (drained and sweetened). Fold and pinch into "pocketbooks," bake with cocktail syrup, butter and remaining fruit.

And talk about puddings! Call on Fruit Cocktail. Superb as a sauce, or mixed right with the makings. Serve it around your next steamed chocolate pudding—or in Brown Betty, tapioca, all your "old reliables."



DOES YOUR GROCER GIVE YOU ADVICE AS GOOD AS THIS?



MARY: Darn it all, Jack—those apricots weren't so good, were they?

JACK: No, I guess they weren't. But for a gal that's been keeping house only a couple of months, I think your meals are pretty swell.



Next day at grocer's

MARY: I wonder what's the matter, Mr. Lawrence—I don't seem to have much luck buying canned goods. And I've tried dozens of different brands.

GROCER: Want a suggestion from an old-timer?

MARY: Of course.



GROCER: Wouldn't it be easier if you didn't try so *many* brands? Then you wouldn't have to experiment all the time. That's why we have so much Del Monte here—you can find almost any canned fruit or vegetable you want, under this label.



Several weeks later

MARY: I've been wanting to thank you, Mr. Lawrence. We've liked every Del Monte Food we've tried—and we've tried *plenty*! And I think you're pretty smart, too. That's the kind of buying help young housekeepers appreciate—and it certainly gives them confidence in their grocer.



A hit with the hungry —
toasted cheese sandwiches
with Fruit Cocktail. Fact is,
Del Monte Fruit Cocktail
makes cheese souffle, cheese
fritters, cottage cheese sal-
ad, almost any cheese dish
taste better.

Want to save work? Try
Fruit Cocktail in a clear,
unflavored gelatine. Place
cottage cheese in the center
if you want a salad — or
whipped cream, if dessert's
your problem. Tempting,
either way!

What better start for any
meal — everyday or special
— Fruit Cocktail served plain.
Pretty as a picture — and a
joy to eat because it's Del
Monte! Delicious, too, frozen
with ginger ale — and so
quick and easy.

Just be sure you get
Del Monte Fruit Cocktail

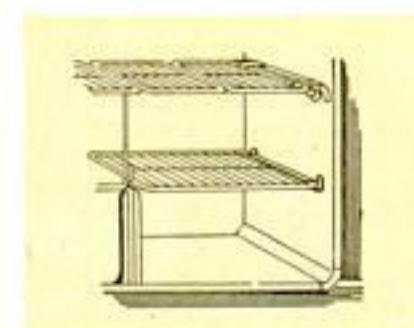


New! Extra Room for Tall Bottles with Magic Shelf!

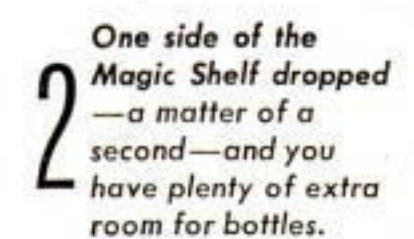


©PR. 1941, NASH-KELVINATOR CORP.

5-Way Magic Shelf is only one of the 1941 Extras Exclusive with **KELVINATOR**
Gives 5 Interior Arrangements in a Jiffy!



1 For normal storage—all shelves in place—then just a flick of your fingertip and...



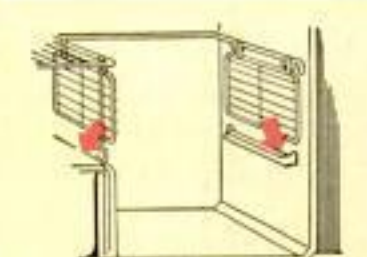
2 One side of the Magic Shelf dropped—a matter of a second—and you have plenty of extra room for bottles.



3 Both sides of the Magic Shelf dropped—allowing still more room for tall, bulky containers—and all in a jiffy.



4 Half shelf removed—both sides of Magic Shelf dropped—room for a three-gallon milk can or other bulky articles.



5 Magic Shelf flipped back into normal position—half shelf removed—room for a big turkey or watermelon.



A Kelvinator "Extra" the New "Cold-Ban"

WE Kelvinator retailers are having the time of our lives... showing women the beautiful 1941 Kelvinators. Features so new... so utterly practical... fairly take their breath away.

Look, for instance, at the 5-Way Magic Shelf. It's an exclusive Kelvinator extra... and so is the shining Stainless Steel Cold-Ban. Easy to clean, it eliminates more than 80 dust-catching screwheads. A new Polar Light illuminates both ice trays and cabinet interior. There are over-sized Crispers... space for frozen foods... moonstone glass

How Kelvinator's new, less expensive way of doing business saves you up to \$30 more

Last year Kelvinator's new way of doing business saved buyers from \$30 to \$60 each over previous year's prices. Sales were 2½ times those of the year before! This year Kelvinator goes even further. You now get savings up to \$30 over last year—and even more extra features!

Is it any wonder that consumer groups are hailing the new Kelvinator program as a courageous move in the public interest? Write Dept. L-2 for a beautiful full-color catalog.

Meat Chest... big Vegetable Bin... the economical Polarsphere Sealed Unit... yes, there's even an extra in size. Kelvinator's "6 ft." models actually are big 6¾ cu. ft. refrigerators.

But, newest of all Kelvinator's extras are found in the Moist-Master Models. There's



Model S-6, illustrated—
Completely equipped
6¾ cu. ft... only \$144.95*
Revolutionary new Moist-
Master Model M-6...
only \$179.95*

**KELVINATOR PRICES
START AT... \$119.75***

a glass-enclosed Cold-mist Freshener... all shelves are of crystal-clear glass. And besides the High-Speed Freezer there's a separate set of cooling coils concealed in the walls, providing an entirely new system of refrigeration.

There are nine beautiful Kelvinators at prices as much as \$30 lower than last years'.

We retailers are proud to offer these 1941 Kelvinators. Won't you stop in and see them soon?

**Kelvinator Division
NASH-KELVINATOR CORP.
DETROIT, MICH.**

*Prices suggested are for delivery in your kitchen with 5-Year Protection Plan. State and local taxes extra. Prices are slightly higher west of the Rockies. In view of rising costs prices subject to change without notice.



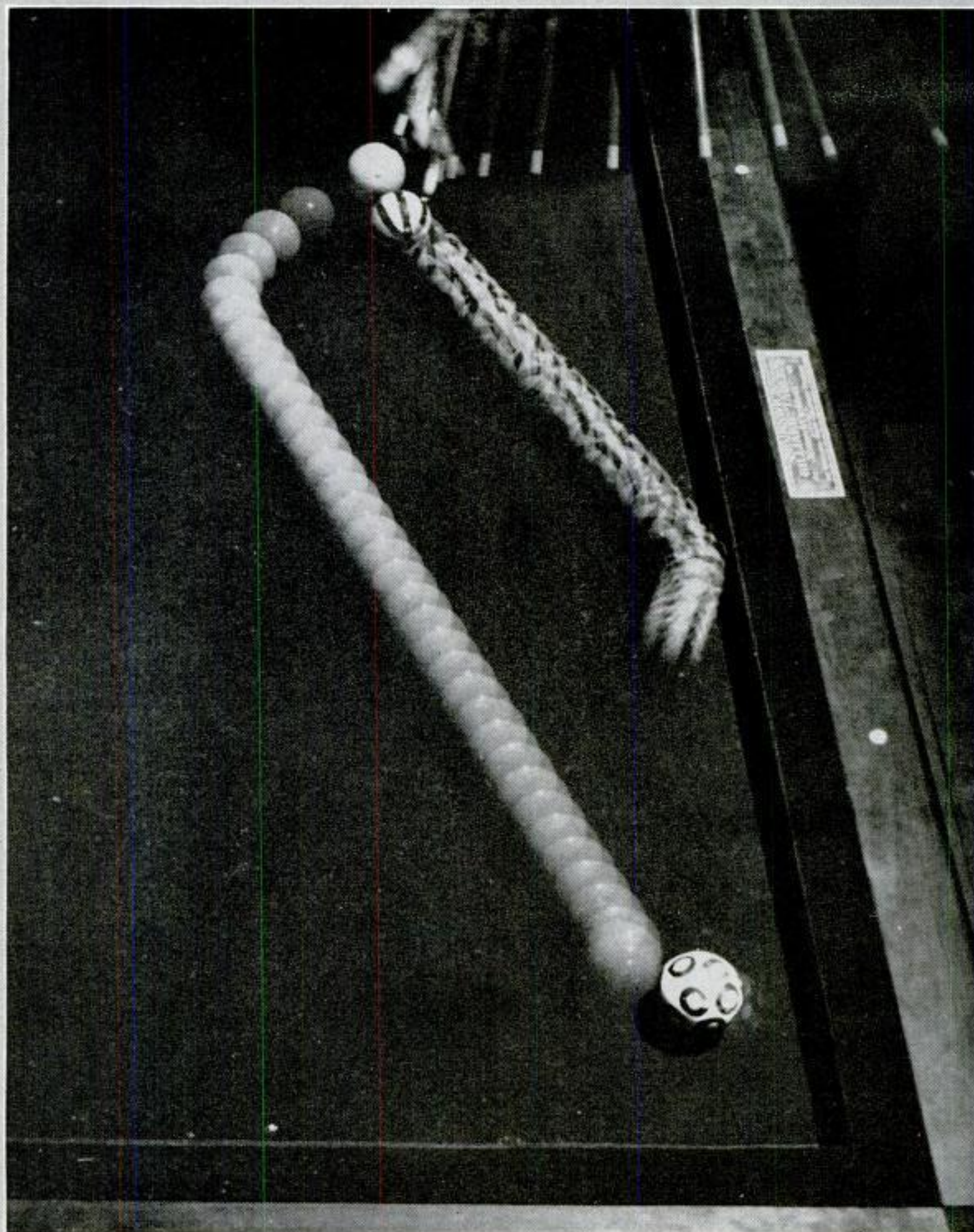
A Kelvinator "Extra" the "Cold-mist Freshener"

*Look at the Beauty!
Look at the Extras!
Look at the Price!*

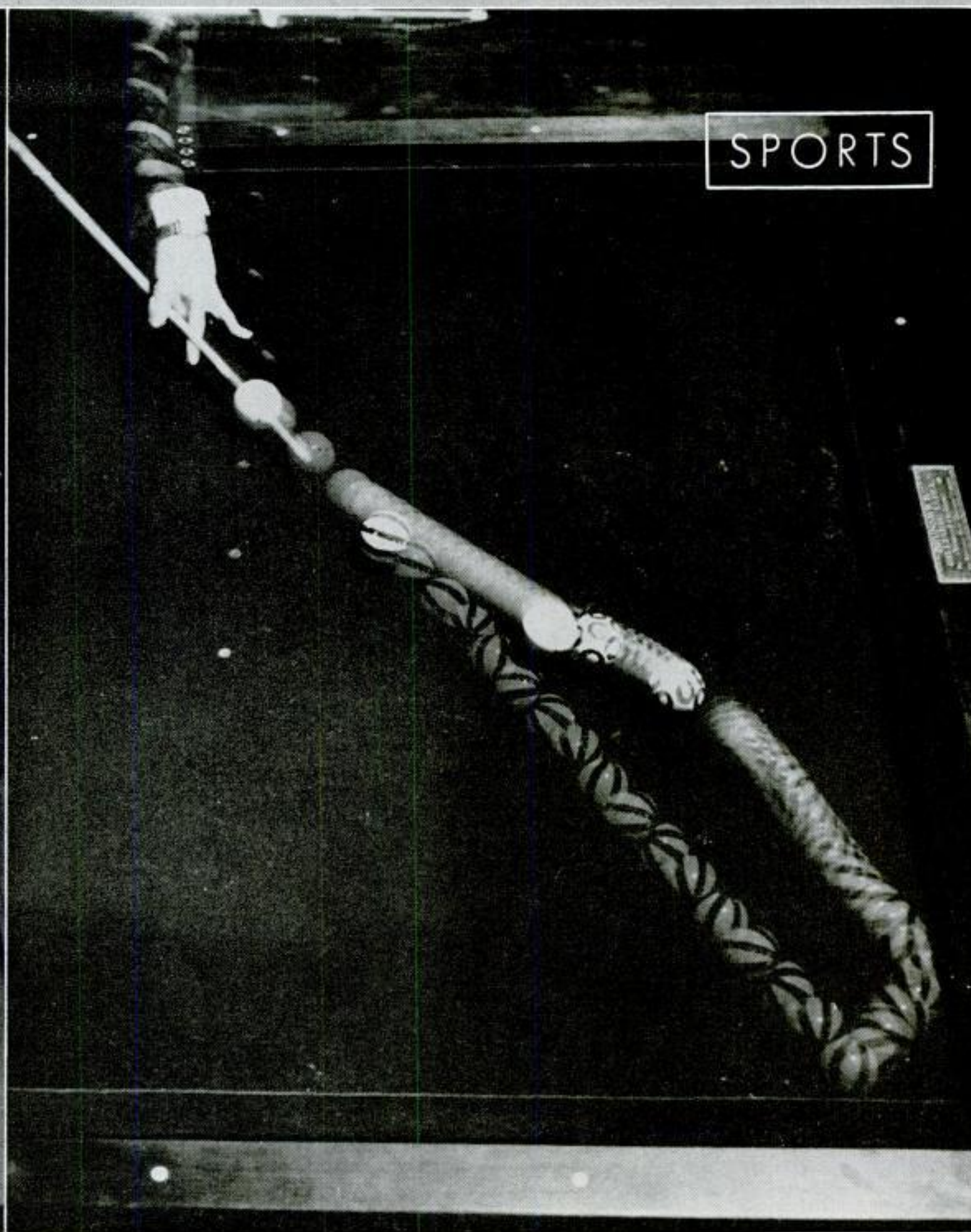
**Get
More**

Get

KELVINATOR

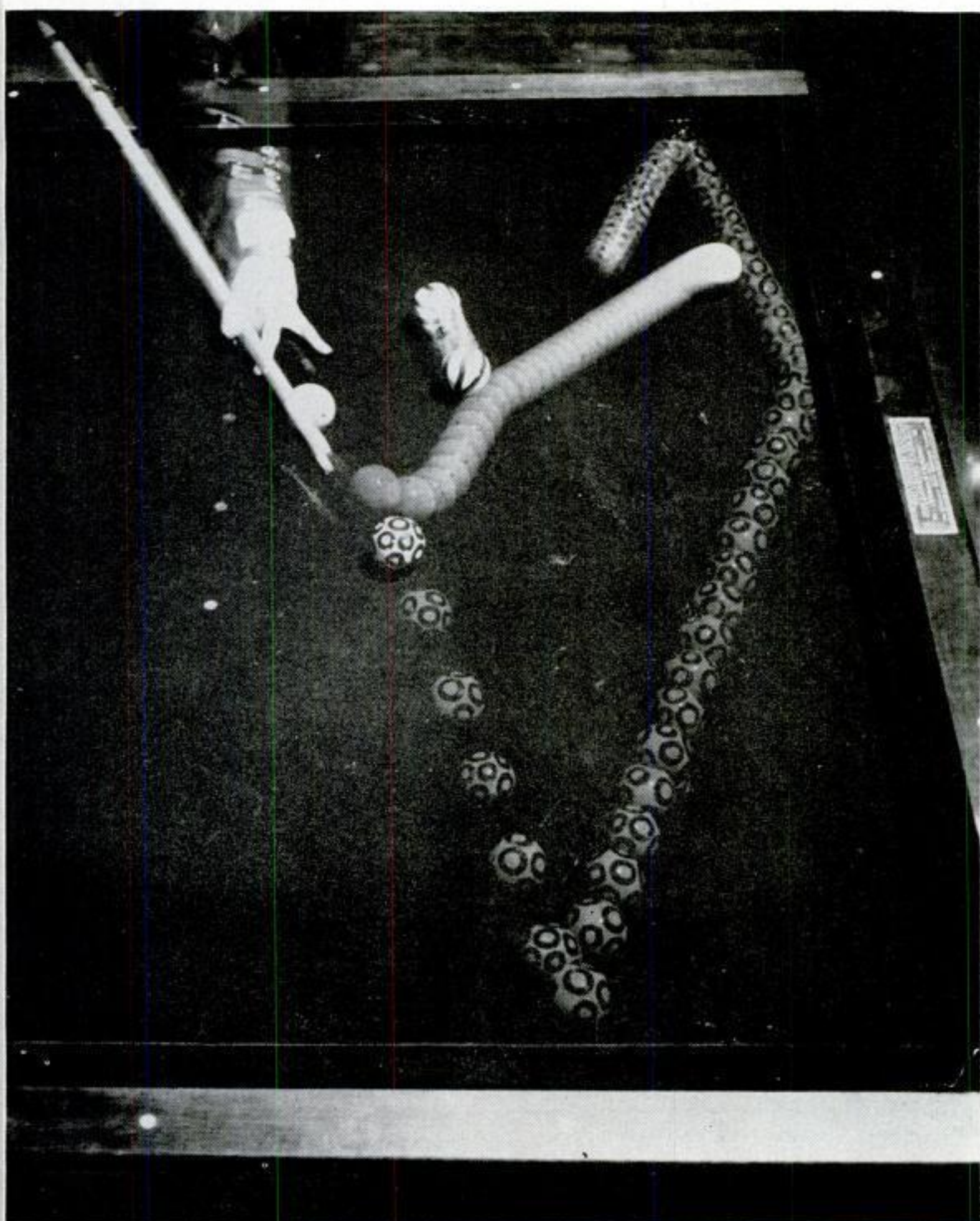


Object balls are marked with stripes and circles to avoid confusion. Here Hoppe gives white cue ball "heavy English." Cue ball hits striped ball, then curves to strike circled ball in corner.



SPORTS

Simple follow shot gets the balls into good position. Hoppe wraps left forefinger around cue, uses little finger, third finger, middle finger and thumb as base. Notice follow-through of cue.



Draw shot for position. Hoppe cues the ball low, gives it reverse twist so after it hits No. 1 object ball it cuts back to hit No. 2. The plays on this page illustrate fundamentals, not actual game.

AT 53 WILLIE HOPPE IS STILL MASTER OF THE TRICKIEST SHOTS IN BILLIARDS



CHAMPION WILLIE HOPPE

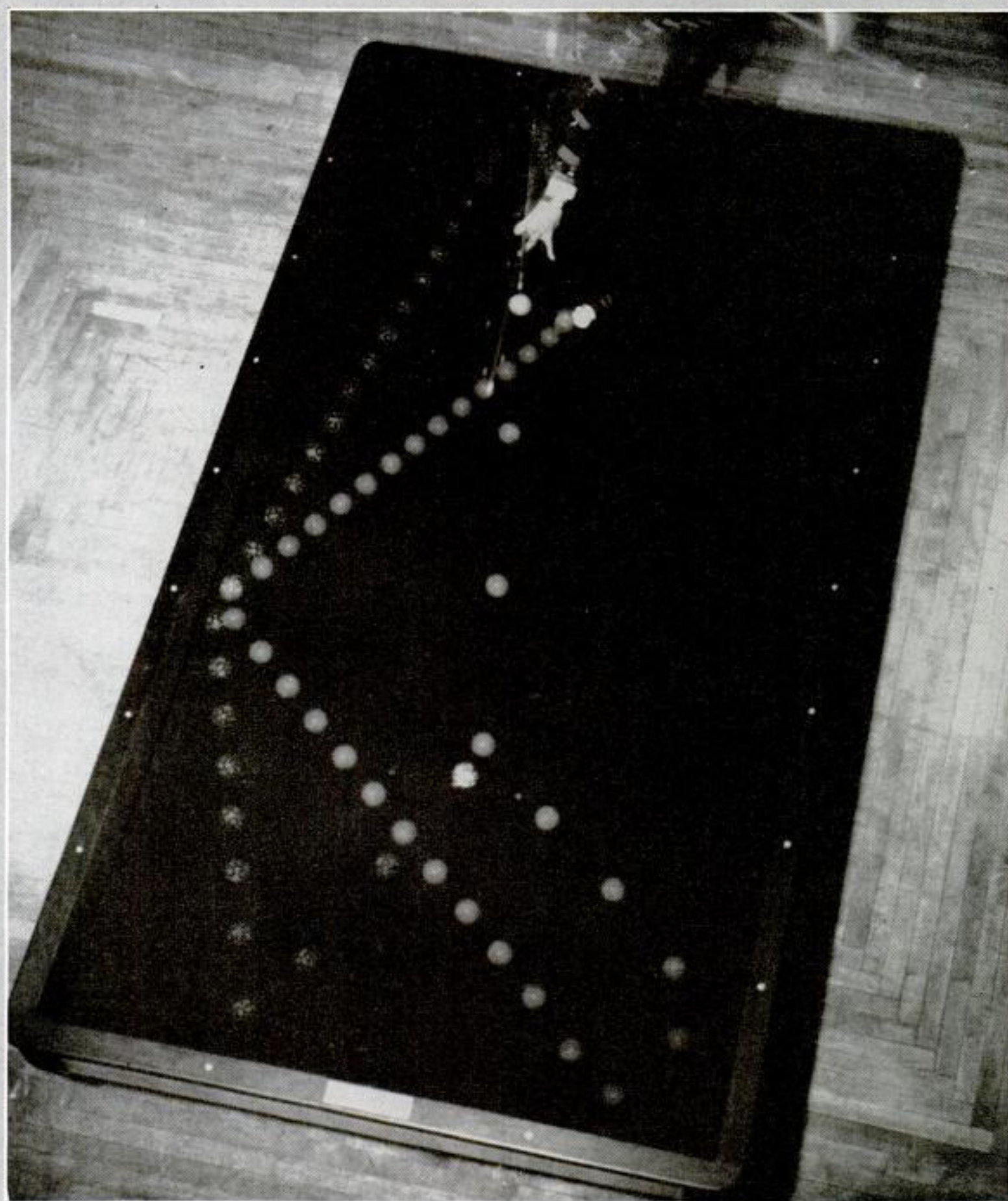
Willie Hoppe has done more to dissipate the evil reputation of the billiard academy and the pool hall than any other person. For years, reformers and civic-minded citizens warned young men that such places bred crime, that they were the shortest route to the penitentiary. Surest sign of a misspent youth, they said, was proficiency at billiards. In Hoppe's 44 years of playing tournaments and exhibitions all over the U. S., he has probably won more tournaments and made more trick shots than anyone else, but he has helped elevate the game to respectability.

Here on these pages are pictures taken by Gjon Mili's repetitive-flash camera which, for the first time, show clearly the intricacies of billiards as played by Hoppe—how the cue ball is hit, how it spins, hits, where it goes. The pictures also illustrate the fascinating decorative patterns made by the balls as they carom from cushion to cushion, too fast for the human eye to see as a whole.

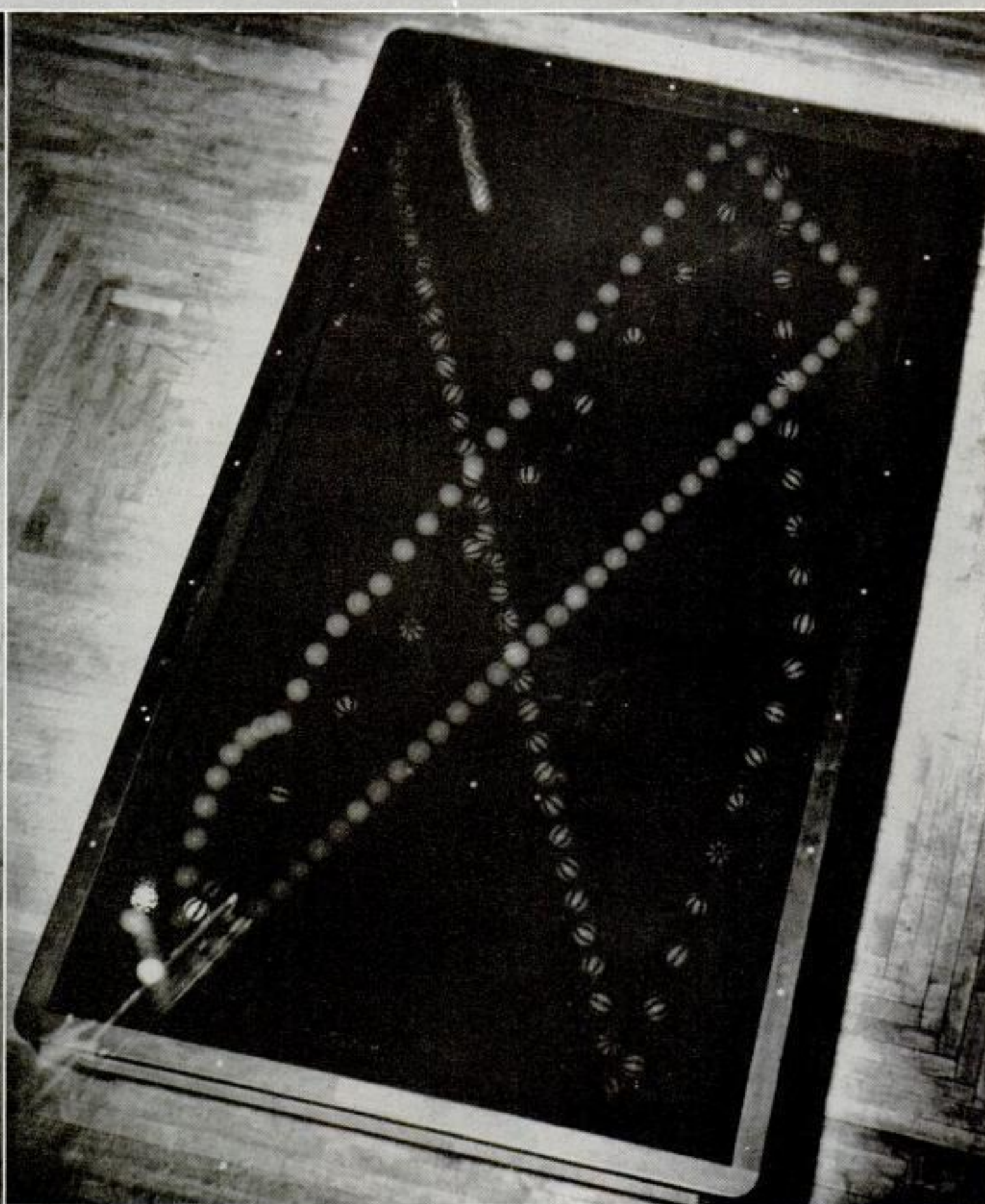
Today at 53 Hoppe has an amazing string of victories behind him, which started in the small hotel his father owned in Cornwall-on-Hudson, N. Y. Learning the game at 6, he used to stand on soapboxes to defeat traveling salesmen. At 9 he barnstormed the country giving exhibitions with his father. In 1906, when he was 18, he upset the billiards world by defeating Maurice Vignaux, the world's champion, at 18.1 balk line in Paris. Although Willie had several poor years in the 1920's, there has not been a period since he started on the big time when he has failed to hold at least one title.

Temporarily forced out of the World Championships last winter in Chicago by illness, Hoppe came back to win 16 out of 17 games, finished first.

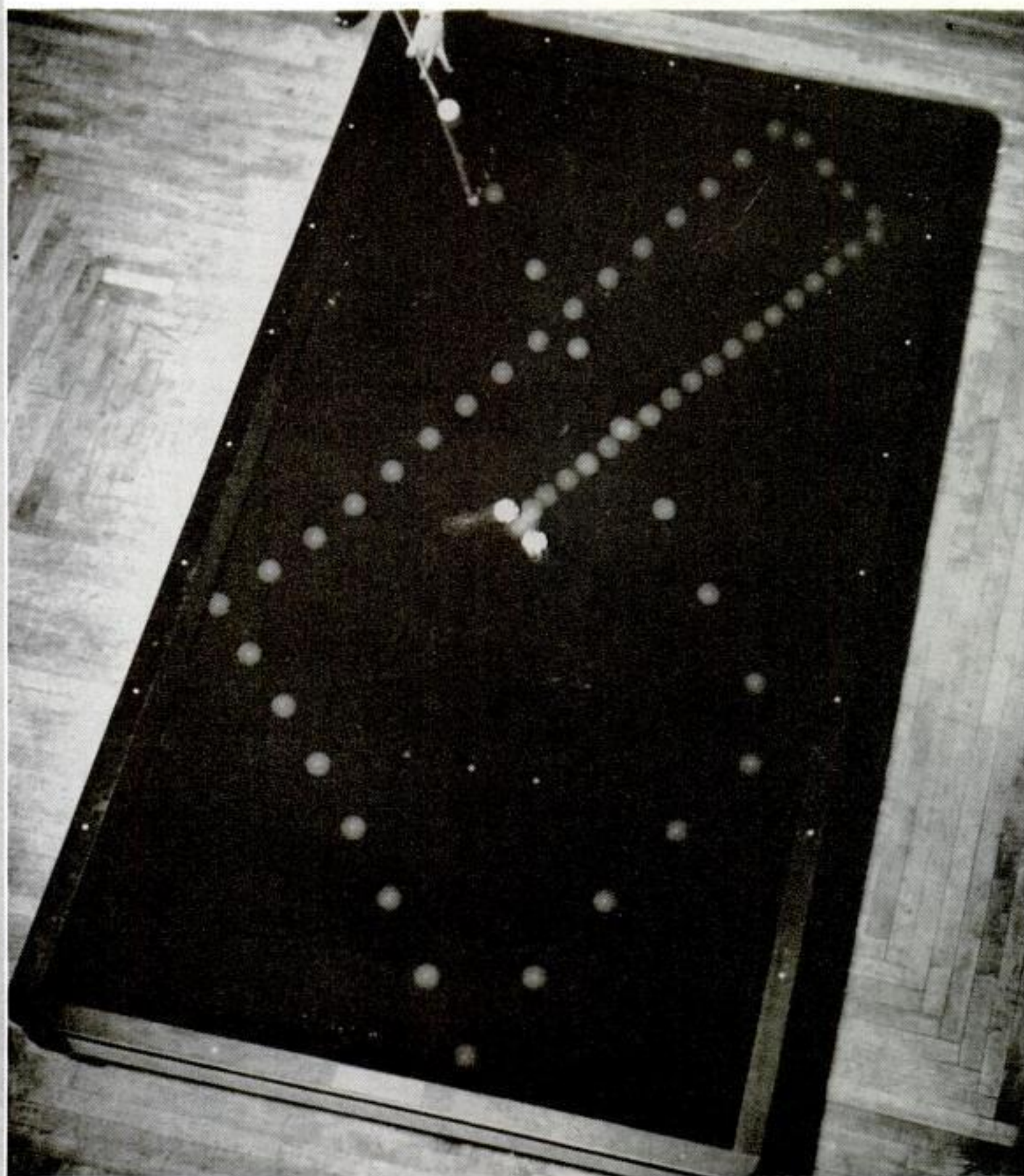
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Break shot opens game. Hoppe cues the ball high and hard, follows through. This is three-cushion billiards. Cue ball must hit rails at least three times before finally hitting No. 2 ball.



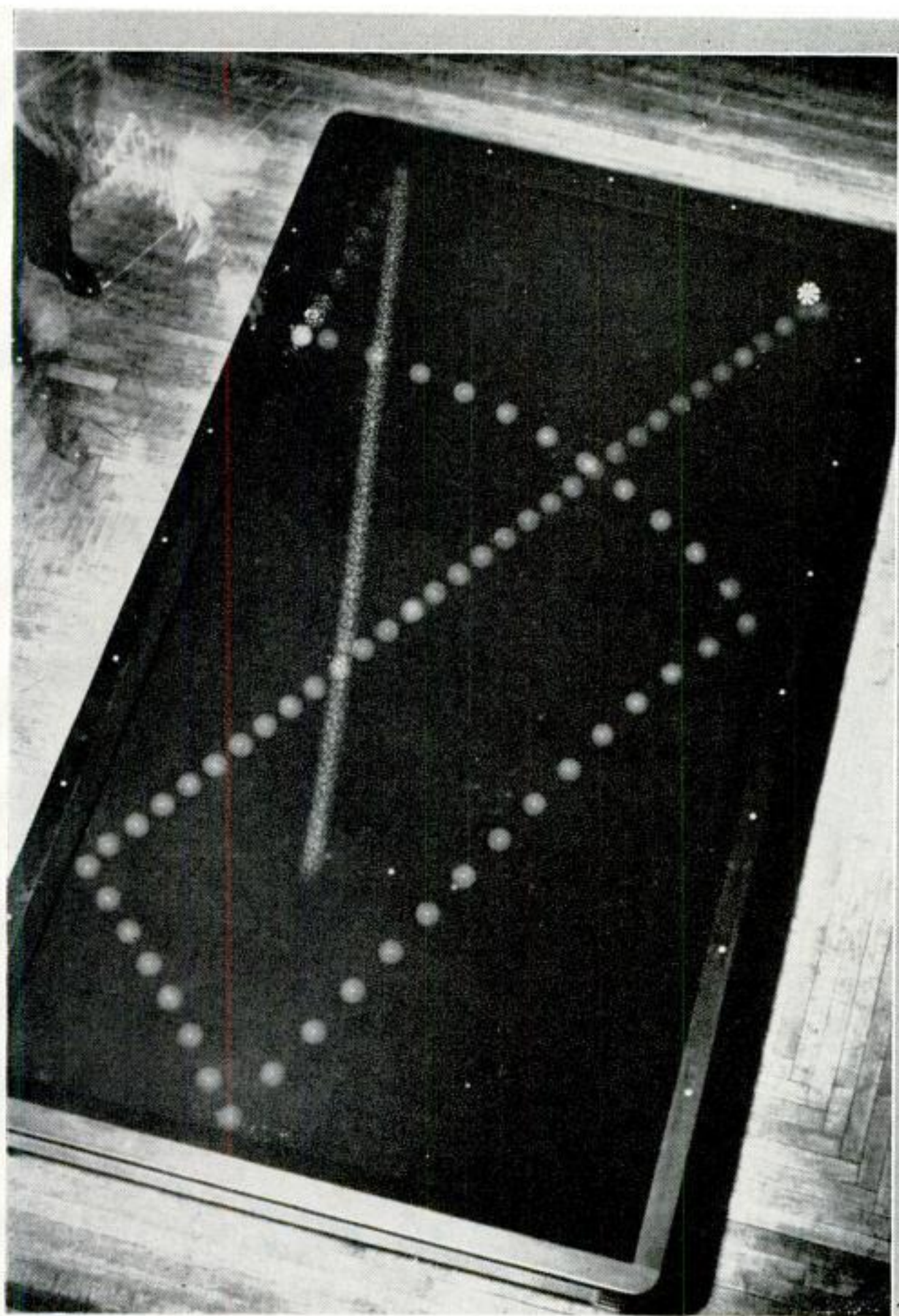
Jump shot is trick shot. Hoppe cues the ball high on the side and at an angle. Cue ball strikes No. 1 ball, jumps over it, travels length of billiard table diagonally and back to hit No. 2 ball.



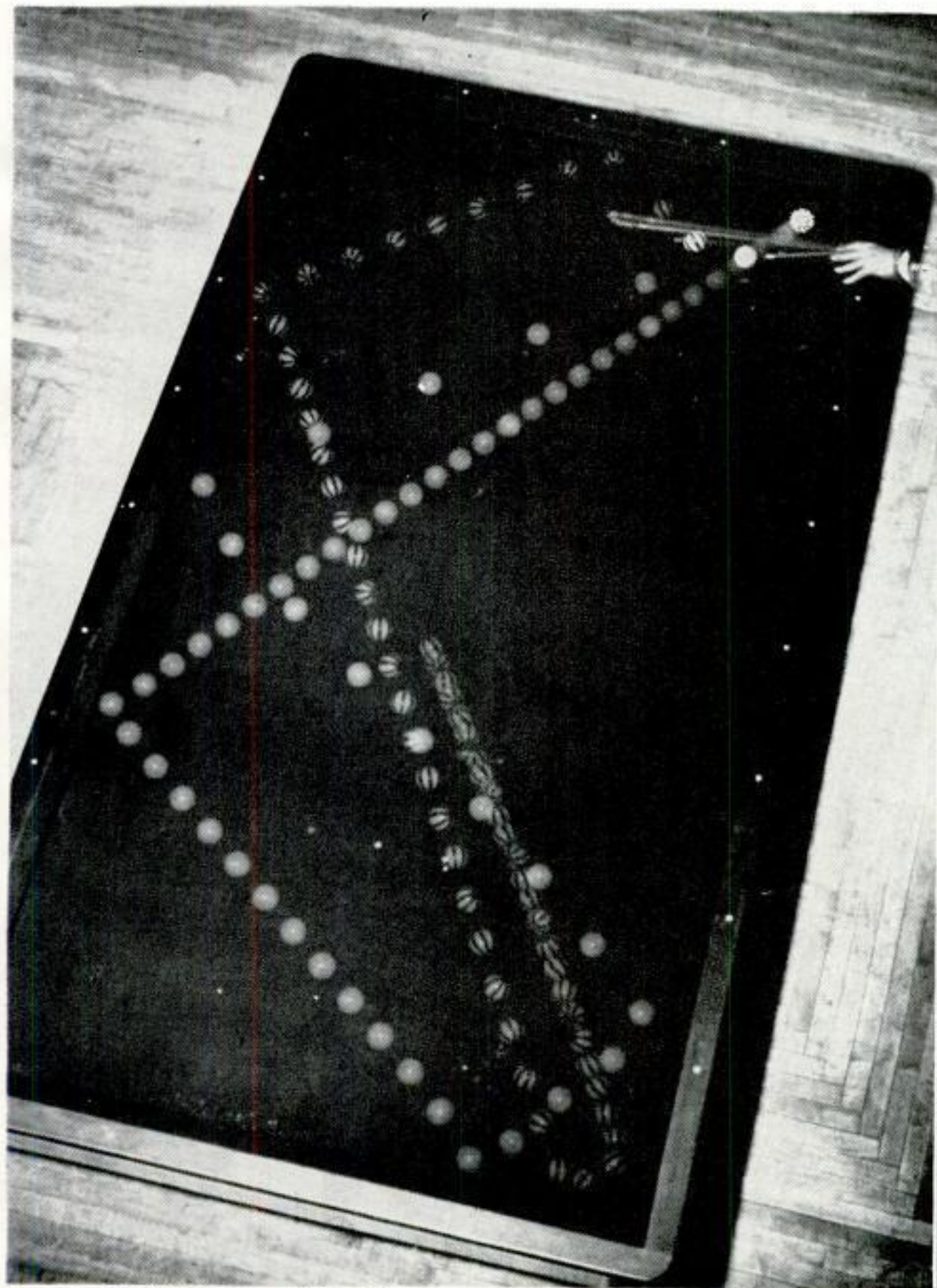
On five-cushion bank shot Hoppe uses English on ball, aims for markings on side rails to determine path ball will take around table. Ball completes circuit before striking object balls.



Eight cushion shot is trick shot requiring powerful arm drive and plenty of English. No. 1 ball is hit at start of play, No. 2 at end. Willie Hoppe has used same specially made cue for 37 years.



In three-cushion *massé* shot Hoppe holds cue directly above ball, hits it on top. This is one of the most difficult *massé* shots in three-cushion billiards.



Reverse English four-cushion shot requires terrific spin on cue ball to complete play. Three types of billiards are played: straight, three-cushion and balk line.

CONTINUED ON NEXT PAGE

How's your "Pep Appeal"?

—by Helen Hokinson



Hettie: Why, Horace! Congratulations! We hear you're engaged!

Penelope: He doesn't seem very *happy* about it!



Penelope: Hettie, a little job for us. He hasn't any "pep appeal!" We'll take him in charge and teach him his vitamins.

Hettie: You poor boy! What *have* you been eating? You just *can't* have "pep appeal" unless you eat right—unless you get all your *vitamins*. You come with us.



Hettie: Yessir, you'll start right with that delicious cereal — appropriately called KELLOGG'S PEP. For it's extra rich in *two* of the most important vitamins, B₁ and D.

Horace: *Saay!* I didn't know PEP *tastes* so delicious.



Horace: Thanks a million for that tip about vitamins and KELLOGG'S PEP. I'm taking your advice and having PEP for breakfast every morning!

Penelope: You know what they say—"Where there's pep there's hope!"

Vitamins for pep! Kellogg's Pep for vitamins!

Pep contains per serving: 4/5 to 1/5 the minimum daily need of vitamin B₁, according to age; 1/2 the daily need of vitamin D. For sources of other vitamins, see the Pep package.

MADE BY KELLOGG'S IN BATTLE CREEK

COPYRIGHT, 1941, BY KELLOGG COMPANY



*"Always wanting Piggy-Back—
why don't you get shoes with **P.F.*?**"*



* Why spend your leisure hours in shoes that tire you out—spoil your fun? Today P. F.—"Posture Foundation"—a patented improvement in rubber-soled shoes, gives the restful support of street shoes. As the diagram shows, an inside wedge (1) cradles the arch in a way that wards off strain—keeps feet fresh, rested; a sponge rubber cushion (2) prevents tiring pressure! This marvelous comfort feature is exclusive with these two brands of rubber-soled shoes—Hood or Goodrich. For men, women, children.




**Avoid Foot Fatigue
with **P.F.**—
"Posture Foundation"**

HOOD RUBBER CO., INC., AND B. F. GOODRICH FOOTWEAR

AMERICA'S AVIATION

is both better off—and worse off than you think!

Let America's Finest Magazine Show You Why

 To help you appreciate America's tremendous achievements and to understand America's complex problems in the air—to let you see how American commercial aviation leads the world although American military aviation still has so far to go—the Editors of FORTUNE are this month devoting an entire issue to the one great story of America and Aviation.

They will tell it in a book of 250 pages and 100,000 words; with 191 photographs, maps, portraits, drawings and diagrams and 22 pages in full color; with 14 major articles about American aviation's factories, managers, and financial resources—about its role in the air war and its technique of production—about its transport routes, its philosophy, and its exciting future.

This great issue is a strictly limited edition—printed for and available only to those who are on FORTUNE's regular subscription rolls.

But for a short time only we are reserving a few copies for LIFE readers who will want to begin their FORTUNE subscriptions with this special March issue.

The supply is strictly limited, however—first come, first served—so please sign and mail the coupon today!

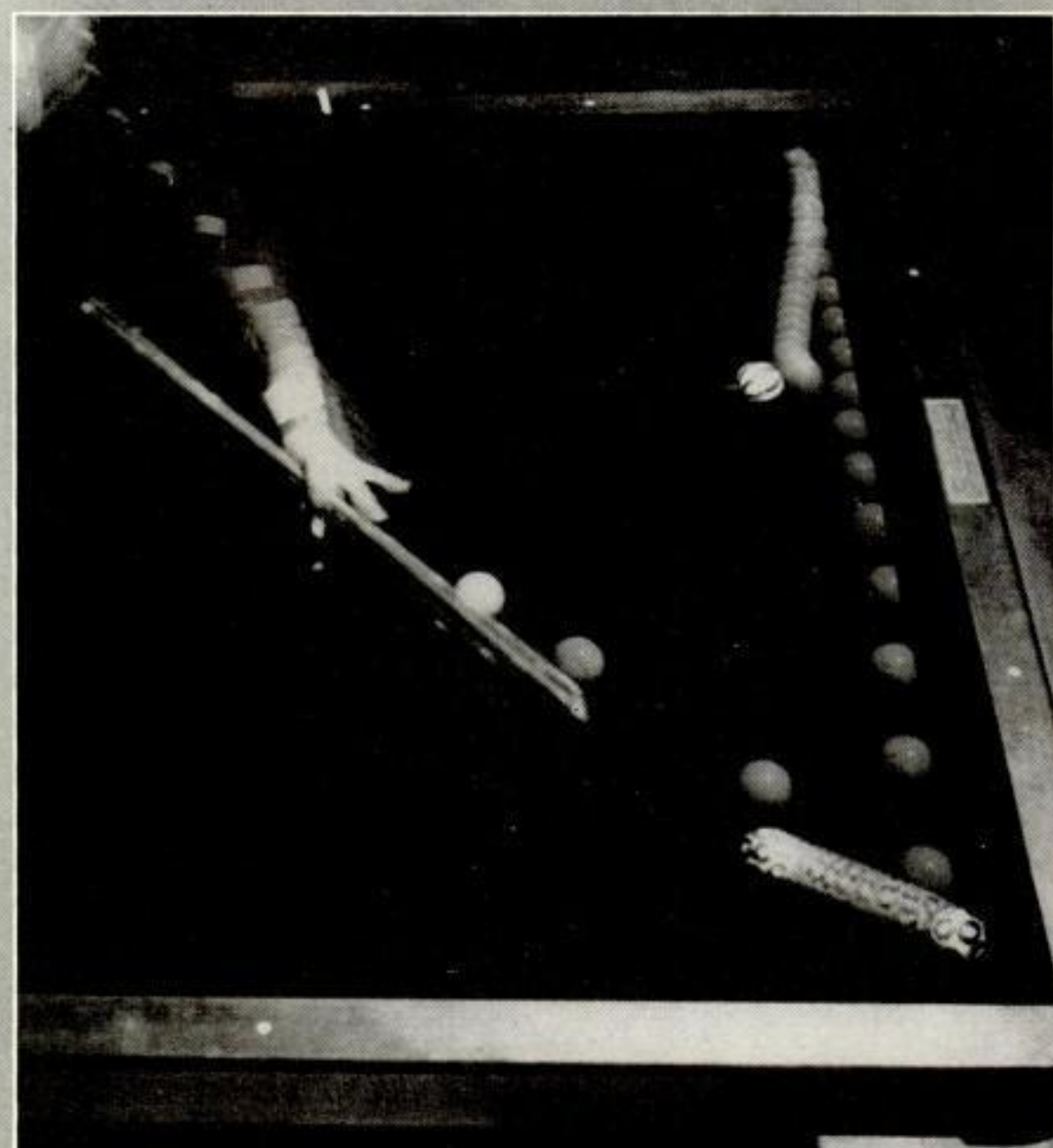
FORTUNE, 330 East 22nd Street, Chicago, Illinois

Send me my copy of FORTUNE's issue on America and Aviation and start my subscription with that number. I enclose \$10. ☐ Bill me ☐

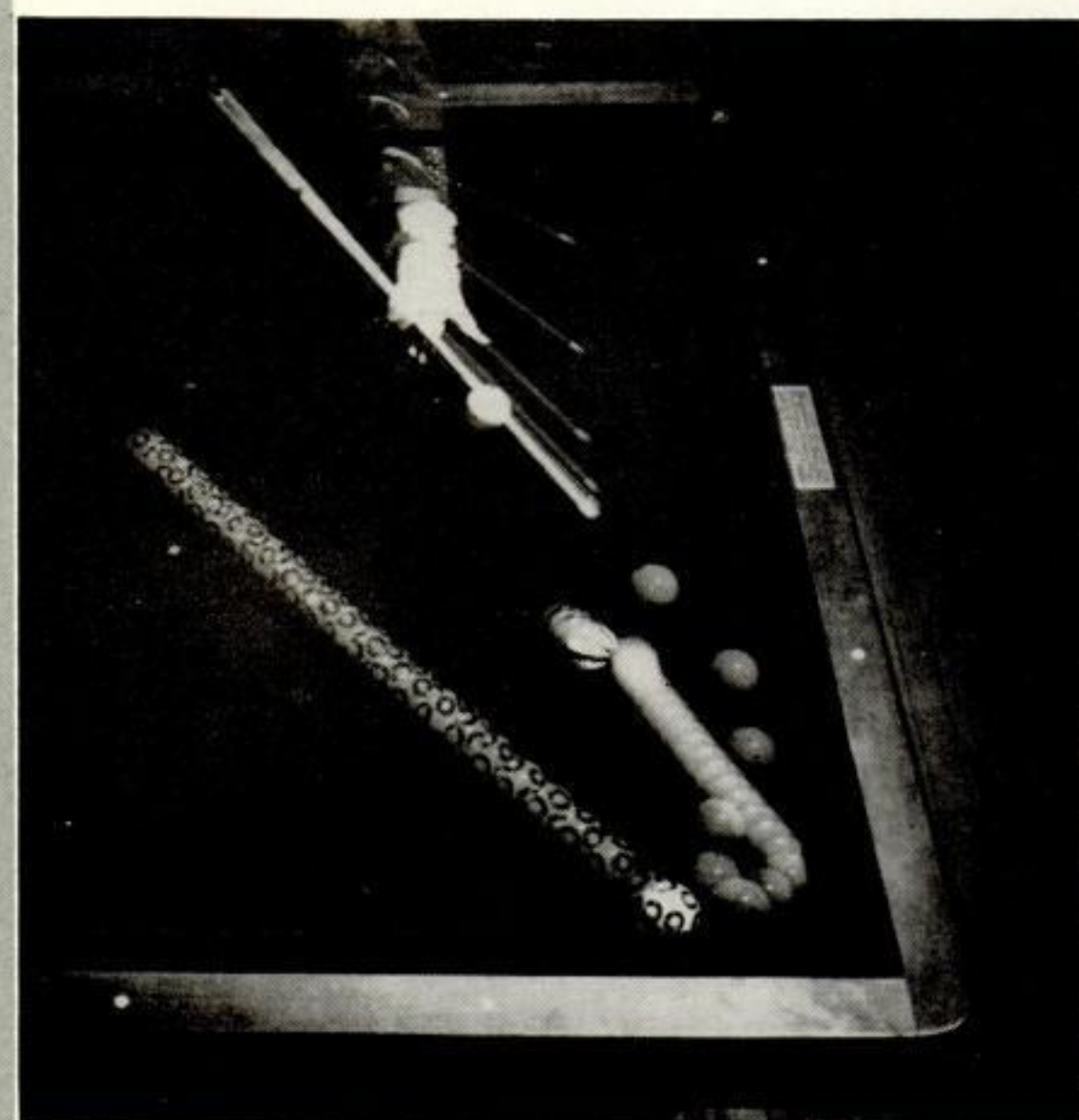
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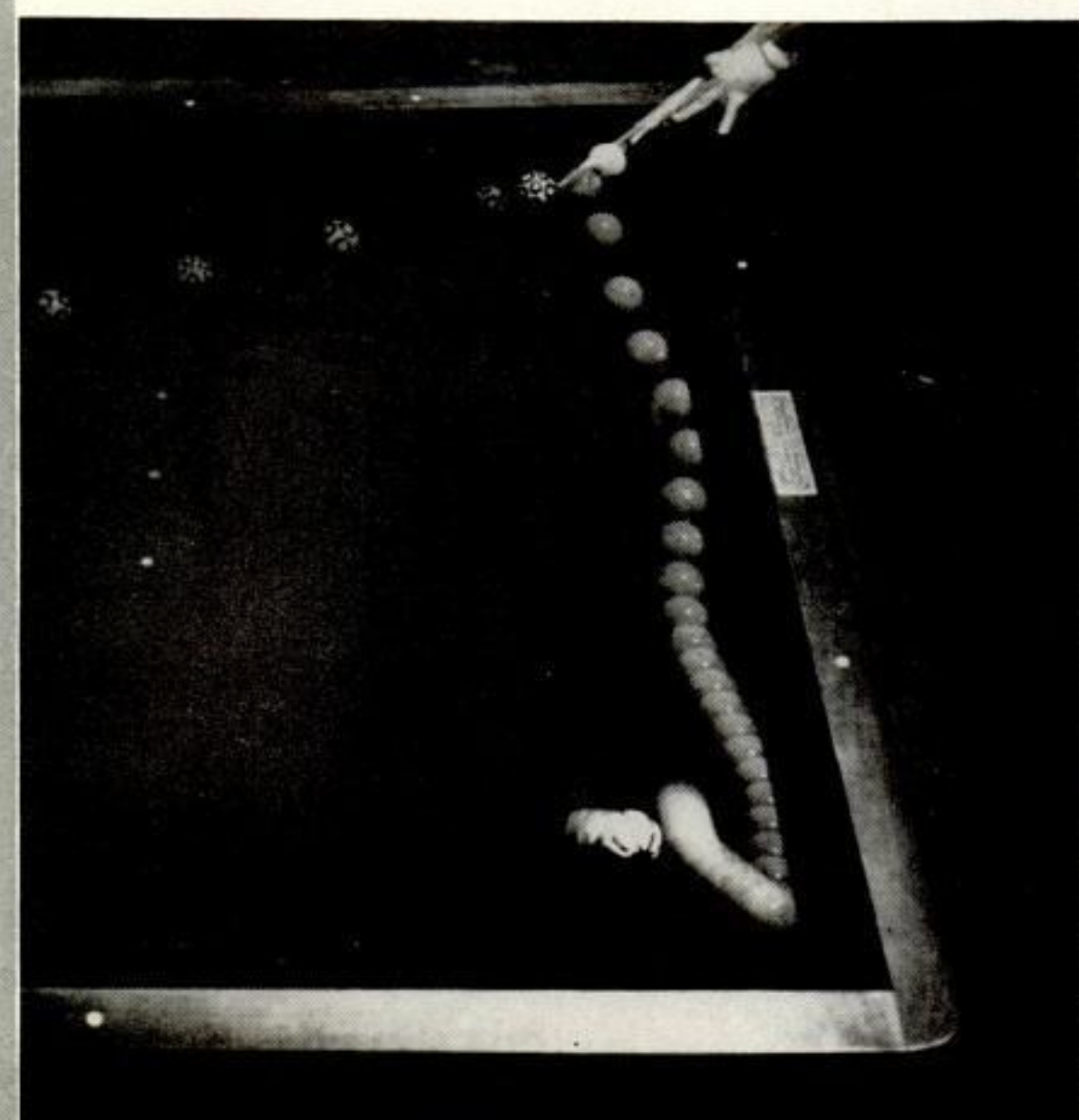
City.....State.....



Doubling the rail with left (reverse) English needs spin to hug the rail closely. Good billiard balls cost as much as \$50 a set, cues about \$20.



One of the trickiest shots is three-cushion bank shot in corner where cue ball has such English it doubles around corner to make the shot.



In swing shot, Hoppe again uses heavy reverse English to make cue ball hit and hug the rail. Rails are made of live rubber for rebound.

IN SALES...AND ON THE ROAD... **SOME CLIMBER!**

THAT **NEW PLYMOUTH** IS CERTAINLY A BEAUTY. WISH I OWNED ONE!

STEEP HILLS DON'T SEEM TO BOTHER **THAT CAR!**

UGH... BIG CAR!

IT SURE HUGS THE ROAD ON CURVES!

NEW PLYMOUTHS ARE GOING BY HERE ALL THE TIME, LYDIA. THEY CERTAINLY MUST BE **POPULAR!**

"RIDE IT AND YOU'LL **BUY** IT" ...THAT'S WHAT THEY SAY!

TED...THAT'S THE CAR WE OUGHT TO GET. BUT IT LOOKS EXPENSIVE!

IT'S A GOOD CAR TO DRIVE ALL DAY IN THE MOUNTAINS!

DON'T LET THAT WORRY YOU, HONEY. I HEAR PLYMOUTH IS ACTUALLY **LOWEST-PRICED OF ALL 3" ON MANY MODELS!**

YES, I'M NOT THE LEAST BIT TIRED.. OUR NEW PLYMOUTH HANDLES SO **EASILY!**

AND DID YOU NOTICE HOW EASILY WE TOOK THOSE HILLS? THAT'S PLYMOUTH'S **NEW HIGH-TORQUE PERFORMANCE!**

YOU'RE RIGHT ABOUT THAT 117" WHEELBASE, DAD. IT CERTAINLY MAKES THE CAR ROOMY--AND SO **SMOOTH!**

I'VE DECIDED ONE THING, ELLEN. WE'RE NOT BUYING ANY NEW CAR TILL WE **RIDE IN A NEW PLYMOUTH!**

THE MILLERS SWITCHED TO PLYMOUTH, WALTER--SUCH A SMART-LOOKING CAR..AND IT HAS THAT **NEW 2-COLOR UPHOLSTERY!**

THAT'S THE CAR WITH THE **NEW SAFETY RIM WHEELS!** THEY'RE TO KEEP A FLAT TIRE FROM ROLLING OFF THE WHEEL!

DEPEND ON PLYMOUTH TO BE THE FIRST WITH SAFETY FEATURES. IT'S A MIGHTY GOOD BUY, GEORGE--AND PLENTY EASY ON GAS AND OIL!

PLYMOUTH
BUILDS GREAT CARS

YES--The Beautiful New Plymouth is getting a big rush everywhere. Actually, 4 out of 10 new Plymouth buyers are trading in other makes to get it. And it's lowest-priced of "All 3" on many models. See the Quality Chart at your Plymouth dealer's...ride Plymouth and you'll buy it. It's Chrysler Corporation's No. 1 Car--by far the greatest Plymouth ever built! Plymouth Division of Chrysler Corporation.

MAJOR BOWES, C.B.S., THURSDAYS, 9-10 P.M., E.S.T.

A NEW AND DIFFER

The Aviation Idea In An Automobile

MERC

MORE horsepower per pound!

- Built to airplane principles, Mercury has no superfluous weight. With more power per pound than most other cars, it combines flashing performance and rugged stamina. That's why it is so alert in traffic—so able on highway and hills.

MORE room!

- There's room to spare in today's BIG Mercury—plenty of head room, leg room and elbow room. Big people can stretch out and relax in perfect ease and comfort, without crowding one another.

MORE rubber on the road!

- Mercury's new larger tires with wider tread, put *more rubber on the road* for better traction in starting and stopping—greater stability on curves and slippery highways. Moreover, these extra-size tires give a smoother ride—and last longer!



THE NEW KIND OF CAR!

MERCURY 8

Big-Car Luxury With Amazing Thrift

NEVER before has any automobile combined so much big-car luxury, roominess and riding ease with such trigger-fast responsiveness and thrift as you find in the 1941 Mercury!

For here's a new and different kind of automobile—built to airplane principles—with more power per pound than most other cars. Free from superfluous weight, Mercury is trim and alert—yet plenty tough and rugged. Its smooth V-8 engine puts a torrent of power at your command. That's why this big, easy-riding car sweeps you to the front fast—and keeps you there! Yet, with all its brilliant range of power and performance, Mercury owners consistently report up to 20 miles per gallon on gas!

New Spring Colors

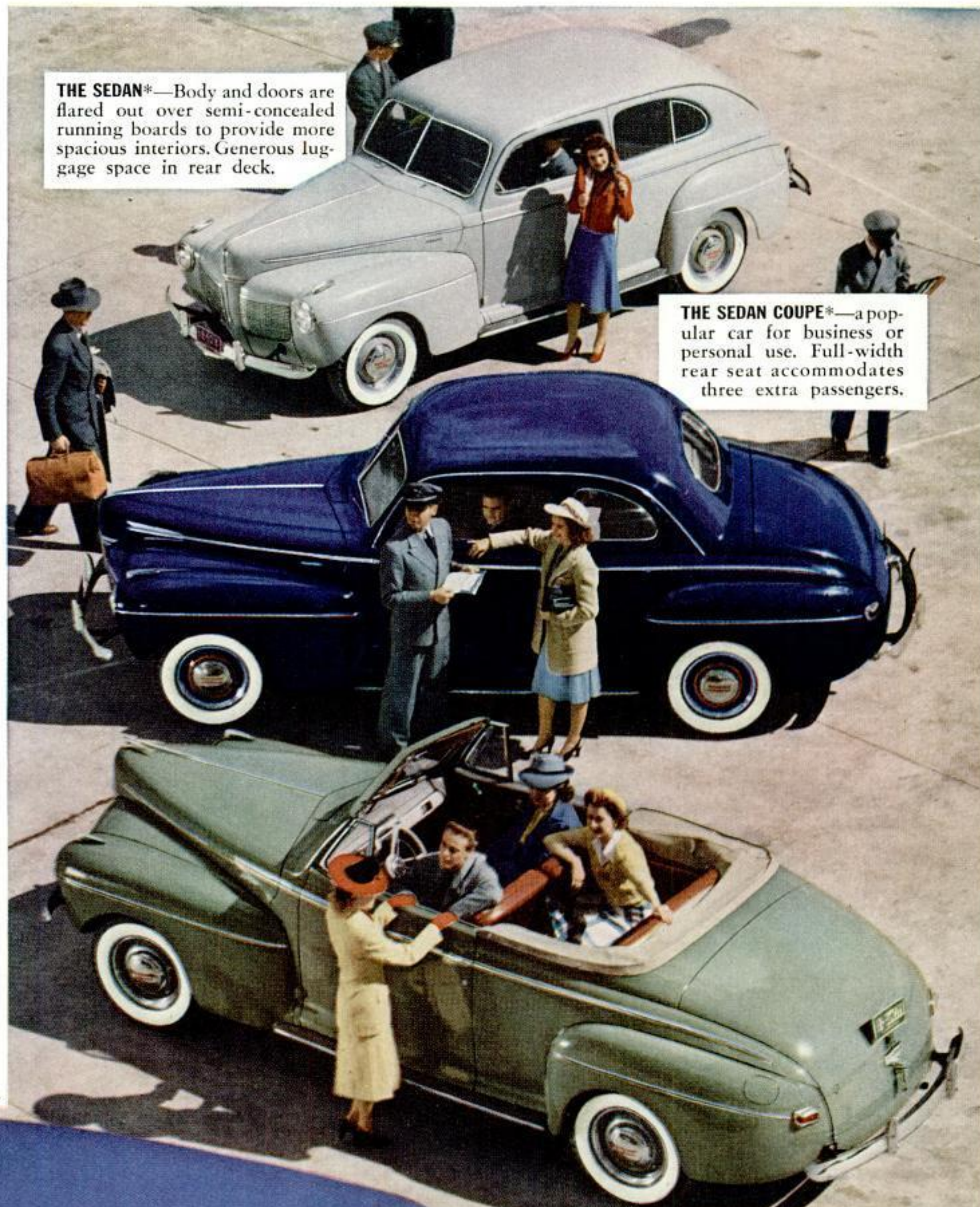
From every angle, Mercury is a beauty—styled for today inside and out, with smart, new spring colors that add a fresh note of modern distinction. And within its slim, youthful contours, you'll find the generous length, width and roominess that big folks have always hoped an economical car would some day provide. This Mercury is extra *big*—with stretch-out room in every direction—actually has more head room, leg room and elbow room than some cars that cost much more.

Mercury's spacious interiors are rubber-insulated against noise, vibration and road-shocks. You ride cradled in the "comfort zone"—ahead of the rear axle—luxuriously cushioned on long, slow-motion springs! Come for a drive. There's a real thrill in store for you—a brand new kind of riding ease, when you take the wheel of this new and *different* car!



DRIVE THIS MERCURY 50 MILES!
JUDGE FOR YOURSELF WHETHER ITS EXTRA COMFORTS, PERFORMANCE AND BIG-CAR LUXURY ARE NOT WELL WORTH THE LITTLE DIFFERENCE YOU PAY OVER LOWEST PRICED CARS!

* White sidewall tires available on all cars at extra cost.



THE SEDAN*—Body and doors are flared out over semi-concealed running boards to provide more spacious interiors. Generous luggage space in rear deck.

THE SEDAN COUPE*—a popular car for business or personal use. Full-width rear seat accommodates three extra passengers.

THE CLUB CONVERTIBLE* seats five. Automatic top operates at the touch of a button. Leather upholstery in tan, blue or red.

NEW STATION WAGON* has body of selected maple and birch. Holds up to 8 passengers. Genuine leather upholstery available in your choice of tan, blue or red.



New and lovelier covers for your 1941 Beautyrest. Plus luxury comfort! For only a penny a night!

How to get the most for your mattress money



1. You can't see comfort

If looks told you anything about *comfort*, all mattresses would be equally comfortable. For they mostly all look alike.

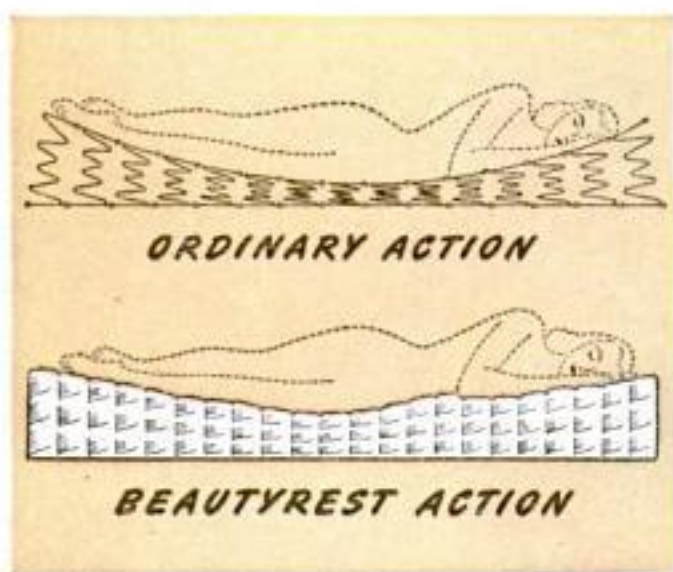
But there's a *vast* difference in mattress comfort. For comfort depends on what's *inside*. And the "insides" are responsible for that almost *heavenly* sense of complete relaxation—blissful comfort—which comes when you sink gently down into a Beautyrest. Only Beautyrest offers you the supreme thrill of *luxury comfort*!



4. Make sure the mattress will keep its shape

You don't want a mattress that just looks nice in the store. And then after a few years, develops lumps and hollows, starts sagging at the edges.

Thanks to a patented "sag-proof" border, the edges of a Beautyrest will stay erect, firm, and neat throughout its long, long life. And because it won't sag or form wavy humps, you have to turn your Beautyrest only 4 or 5 times a year!



2. Compare the two types of "insides"

← See how the springs in an *ordinary* mattress are joined together? That's why the whole mattress tends to slope toward the spot where your greatest weight lies. This makes for *sag* support.

← Not so with the Beautyrest. Each of its 837 individually pocketed coils yields *independently*. Thus, it *cradles* you completely... evenly. That's *buoyant* support. Other mattresses just can't give it. We know. We make *both* types.



5. Get a mattress that stays fresh inside

It's important that the mattress you select is one that *really ventilates* itself. Or else, it will get stale and musty and even unsanitary.

Now, the Beautyrest has eight *genuine* ventilators—ventilators that *really work*. Put your hand over one of these openings, and sit down on a Beautyrest. You'll feel air come puffing out—fresh air sucking in as you rise. That's why the Beautyrest keeps dry and clean and sanitary inside.



3. Will it give the same comfort in 1951?

The Beautyrest you get today will still be luxuriously comfortable in 1951. It's guaranteed for *ten long years*. And that's conservative! With care, it will probably last longer.

For the United States Testing Company, with their Mattress Endurance Machines, put 17 different makes through far harder tests than one would receive in your home. (Cert. Test No. 11760.) And the Beautyrest lasted *three times longer* than any other!



6. Don't let a price tag fool you!

The Beautyrest may actually cost you less over the years than many mattresses *half* its price. For the Beautyrest lasted *three times longer* than the next best make tested.

Based on our 10-year guarantee alone, the Beautyrest at \$39.50 figures out to only a *penny a night*! Isn't that *ridiculously* little for the most luxurious sleeping comfort known? Of course! Get a Beautyrest—and get the *most* for your mattress money!

← This label identifies the Beautyrest.

Beautyrest Box Spring, for use with Beautyrest Mattress, \$39.50. Or get the Ace Coil Spring, \$19.75.



PEASANTS' BLACK BREAD (LEFT) HAS FULL STORE OF VITAMINS CONTAINED IN BRAN AND GERM OF WHEAT, MILLED OUT OF FLOUR THAT MAKES VITAMIN-DEFICIENT WHITE BREAD

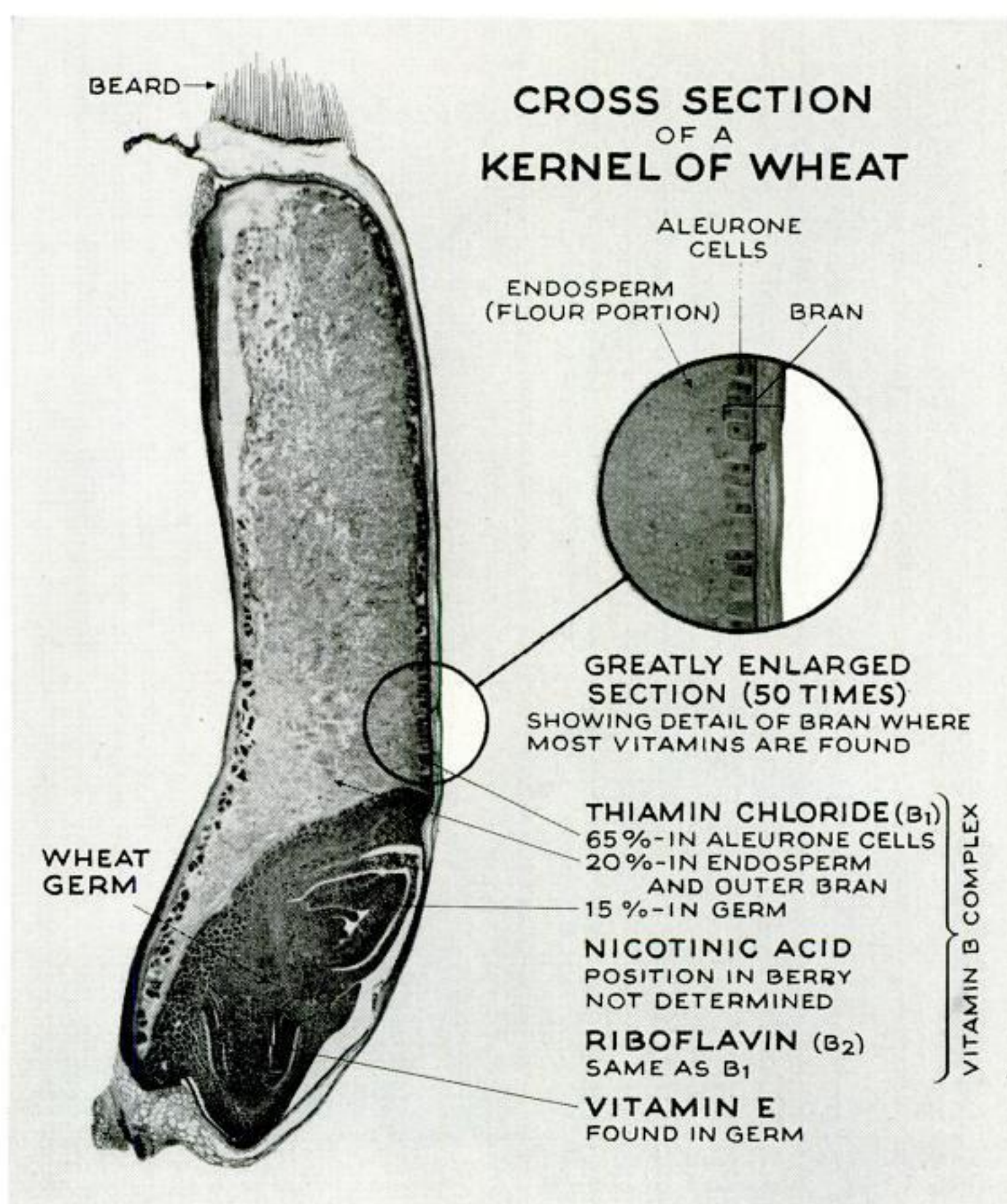
VITAMINS

THEY ARE ADDED TO WHITE BREAD TO CORRECT DANGEROUS DEFICIENCIES IN NATION'S DIET

The two loaves of bread above are symbolic of a spectacular feat of public health engineering which is about to bring to a major portion of the U. S. population the benefits of one of the latest achievements of scientific research. The heavy, coarse-grained loaf of black bread at left is made of the whole wheat kernel, crudely milled. It was the staff of life a century ago because it was a rich source of vitamins and minerals. The white bread at right is the product of more refined public taste and milling methods, which have reduced its nutritive values to a minimum. Result, doctors have discovered, is that U. S. citizens suffer generally from deficiency of some of the essential vitamins. With bread a steadily diminishing item in U. S. diets, bakers and millers were glad to collaborate in a solution propounded through the joint offices of the U. S. Public Health Service and the National Research Council. On the market this month all over the country went white bread and flour enriched with minerals and vitamins to approximate the content of the old-fashioned "staff of life."

Only 30 years ago vitamins were defined as "unknown substances essential to life." Today most of the important vitamins have not only been identified in their natural state, but analysed and produced synthetically like those that are to enrich the nation's bread.

Each vitamin is a specific chemical compound with a specific role in the physiological functioning of the body. One aids in formation of an enzyme, another is necessary to the metabolism of the individual body cells, another is essential to the maintenance of special tissues. Acute deficiency of specific vitamins causes such terrible scourges as beriberi, scurvy, rickets and pellagra. To lesser deficiencies, doctors are attributing a growing list of physical, neurological and psychological ailments. For pictures of the vitamins, see the next two pages.



The vital B vitamins are contained in bran and germ of wheat kernel. Because the bran and germ are milled out of white flour, the nation suffers a general deficiency of these vitamins.



VITAMIN A

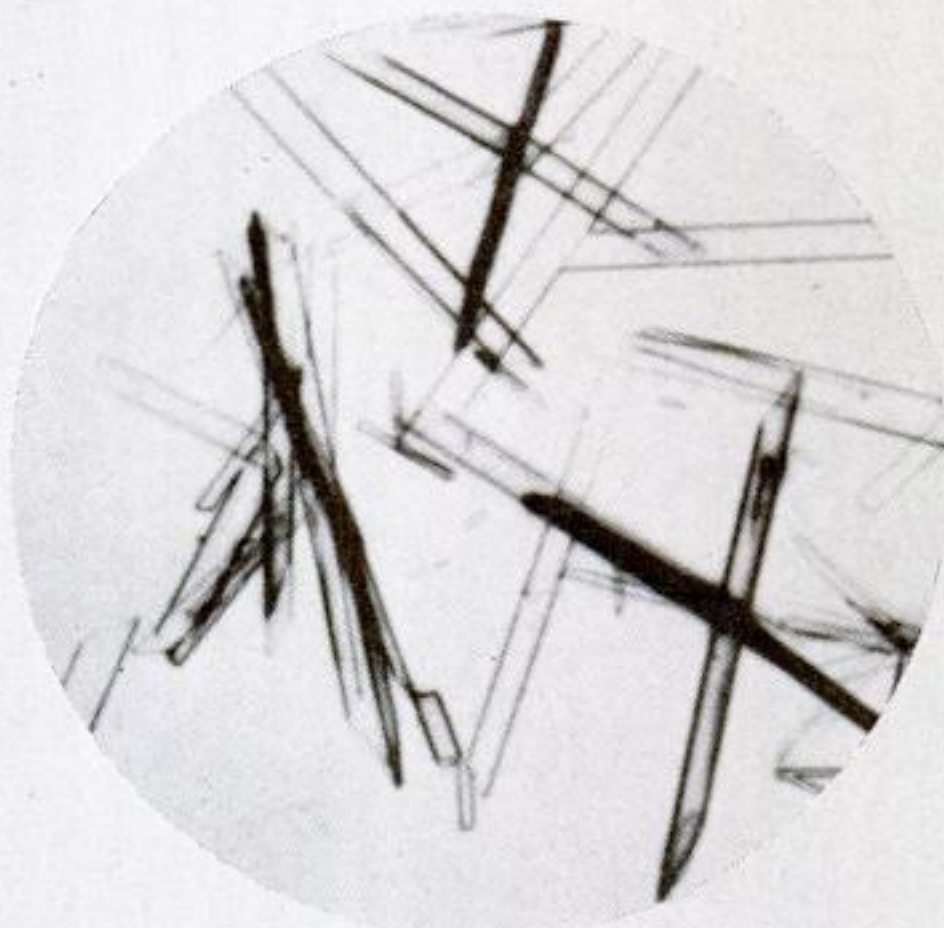
In London blackouts and in the diets of R.A.F. night pilots, Vitamin A has become famous as the antidote for "night blindness." The rat at right, when deprived of Vitamin A, went partially blind with festering eyes but was quickly cured when it was restored in his diet. This vitamin also helps maintain health of skin and membranes. At left is a microscopic picture of Vitamin A in pure crystal form, as distilled from shark-liver oil. Other sources: carrots, butter, eggs.



LACK OF "A" BLINDS RAT



"A" RESTORES RAT'S SIGHT



VITAMIN B₁

Publicized as the "nerve" and "morale" vitamin, B₁ is now the second best-known vitamin, after Vitamin D. Its acute deficiency disease is the tropics' wasting beriberi. Another acute deficiency, precipitated by alcohol, is familiar as "d.t.'s." As a sub-acute deficiency, B₁ avitaminosis is thought to be the most widespread U.S. nutritional ailment, with fatigue, moodiness, fear, nervousness as symptoms. Crystals of synthetic B₁, thiamin chloride, appear at left. Sources: see riboflavin, below.



NORMAL PIGEON (BELOW) WILTS UNDER B₁ DEFICIENCY (ABOVE)



RIBOFLAVIN

Riboflavin was first called Vitamin G, until it was decided to group all of the Vitamin B complex together. It was then called Vitamin B₂, until it was agreed that the alphabetical system should be dropped and chemical names used where possible. Riboflavin is essential to consumption of oxygen by body cells, promotes growth and is necessary for health of skin. With other B vitamins, thiamin (B₁) and nicotinic acid, riboflavin is found in grain, yeast, eggs, most vegetables.

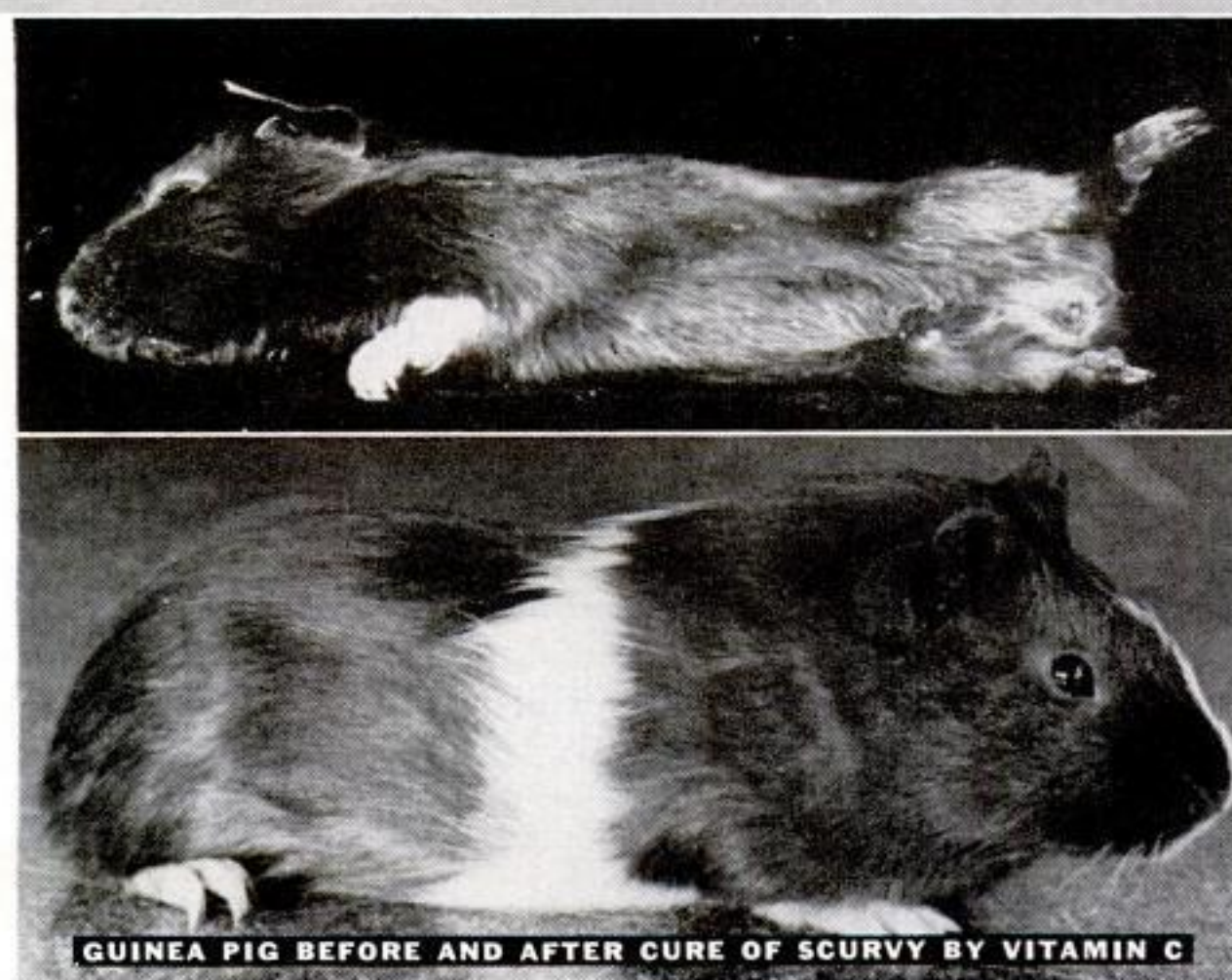


RAT WITH SEVERE DERMATITIS IS CURED BY RIBOFLAVIN

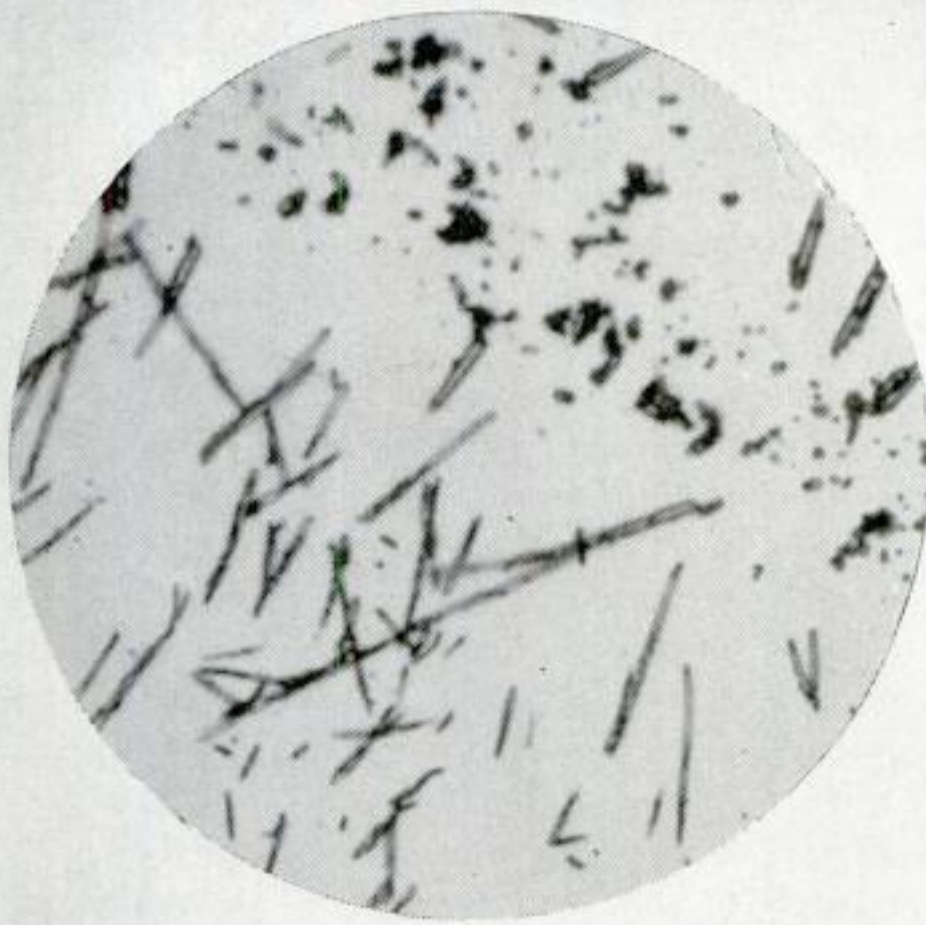


VITAMIN C

Lack of Vitamin C in sailing-ship days sometimes laid whole crews low with scurvy. Sailors had acute craving for fruits and green vegetables and were cured as soon as they could get them. Sub-acute deficiencies appear in the form of anemia, bleeding gums, slow healing of wounds. At left are crystals of ascorbic acid, synthetic form of the vitamin, by which name it is often called. Best sources are the citrus fruits, strawberries, tomatoes, but it is found in all green vegetables.



GUINEA PIG BEFORE AND AFTER CURE OF SCURVY BY VITAMIN C

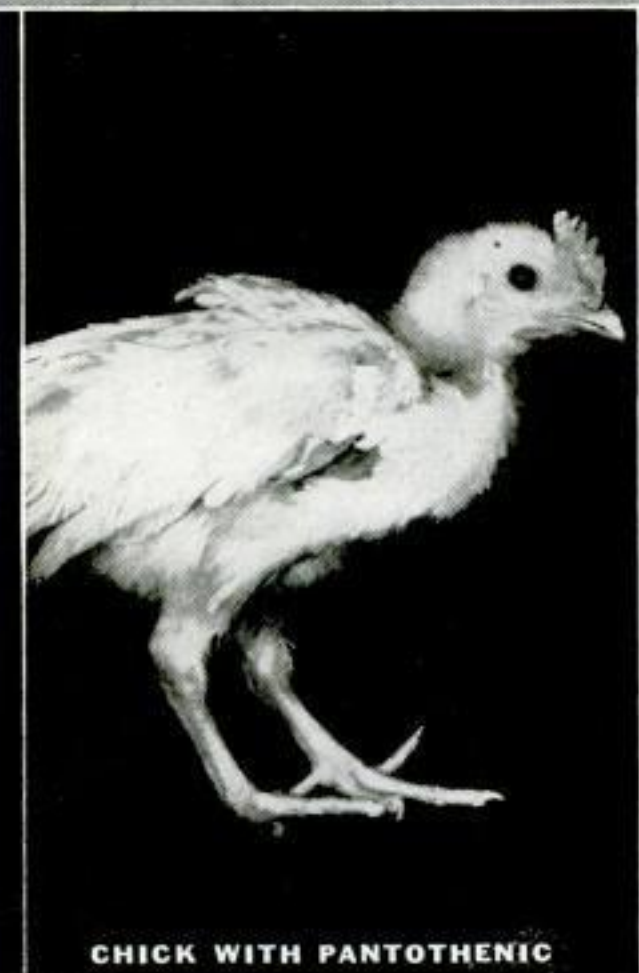


PANTOTHENIC ACID

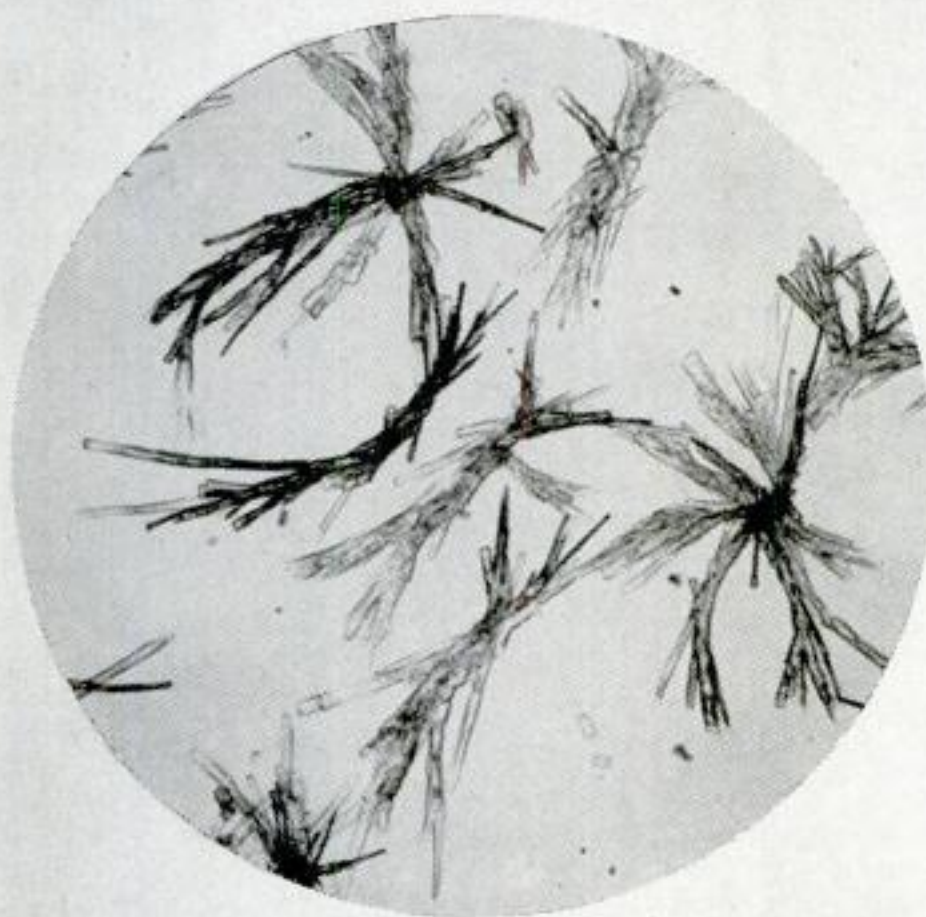
In the diets of laboratory animals, used to test the strength and virtues of vitamin compounds, pantothenic acid, one of the B vitamins, is very active and important. In chicks a deficiency retards growth and causes severe skin irritations. Chicks at right are same age, despite difference in appearance. But the significance of pantothenic acid in human nutrition is not yet established. It is found in company with the other B vitamins. There are other B vitamins not yet isolated.



CHICK WITHOUT PANTOTHENIC



CHICK WITH PANTOTHENIC



NICOTINIC ACID

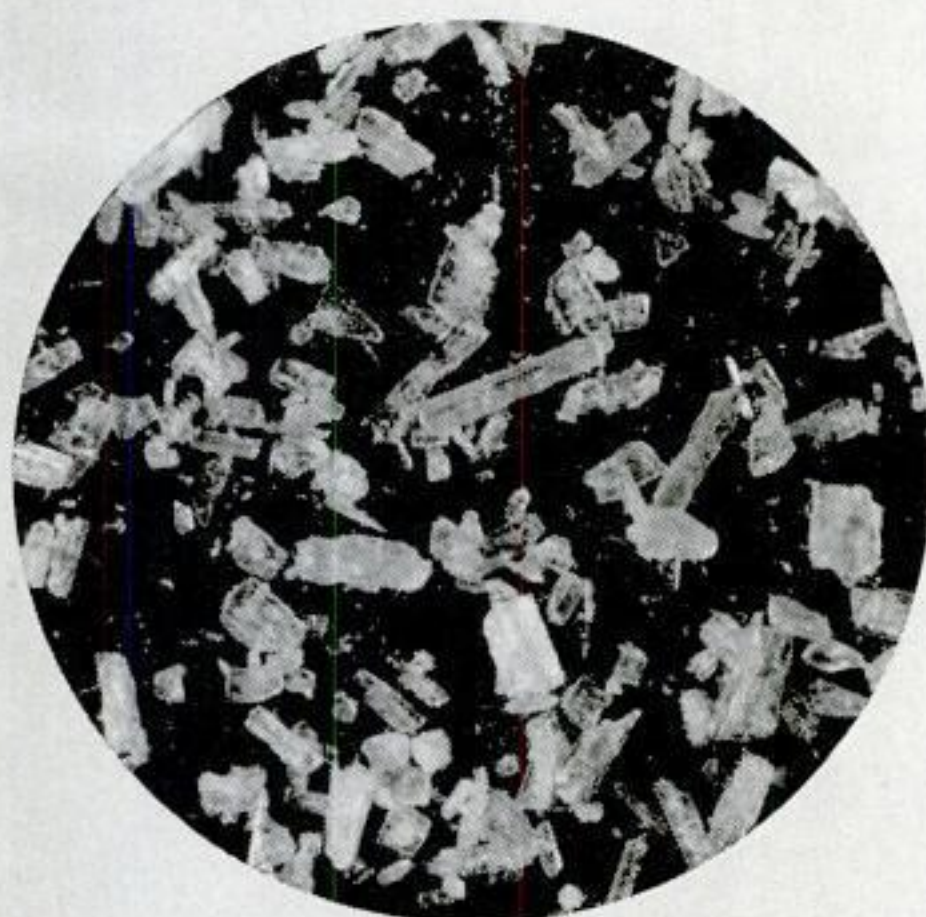
The discovery in 1927 that pellagra is a nutritional disease was one of the major achievements of the U. S. Public Health Service. Pellagra, caused by a lack of greens and use of vitamin-deficient bread, results in a frightful skin condition (*see hands at right*) with disruption of the digestive and nervous systems. It is still a grave problem in the South. But nicotinic acid, with the other B vitamins, is an immediate cure. Nicotinic acid is a combination of nicotine and nitric acid.



HAND OF A PELLAGRA VICTIM



VITAMIN CURES SAME HAND



VITAMIN D

Sunshine and cod-liver oil have long been recognized as the preventive and cure for rickets. More recently it was discovered that fish-liver oils are effective because they contain Vitamin D and that sunshine helps the body synthesize its own Vitamin D. Vitamin D acts as a chemical catalyst in the process by which the body uses calcium and phosphorus in the growth and repair of bones, teeth. Need for taking Vitamin D by adults is the subject of controversy.



DEFICIENT RAT BONE IS SOFT



WITH CALCIUM BONE IS HARD



VITAMIN E

Vitamin E is another vitamin whose significance in human nutrition is not yet established. In rats it is essential to reproduction. To ensure fertility in cattle, farmers have fed them wheat germ and wheat-germ oil, rich in Vitamin E. Some doctors think it may help in the diet of pregnant mothers to prevent miscarriages. Other investigators are exploring its significance in certain neuro-muscular disturbances. Vitamin E is most concentrated in wheat-germ oil and cottonseed oil.



VITAMIN E CONTROLS THE NUMBER OF BABIES IN RAT LITTERS

"SHEPHERD OF THE HILLS" FILMED AFTER 34 YEARS

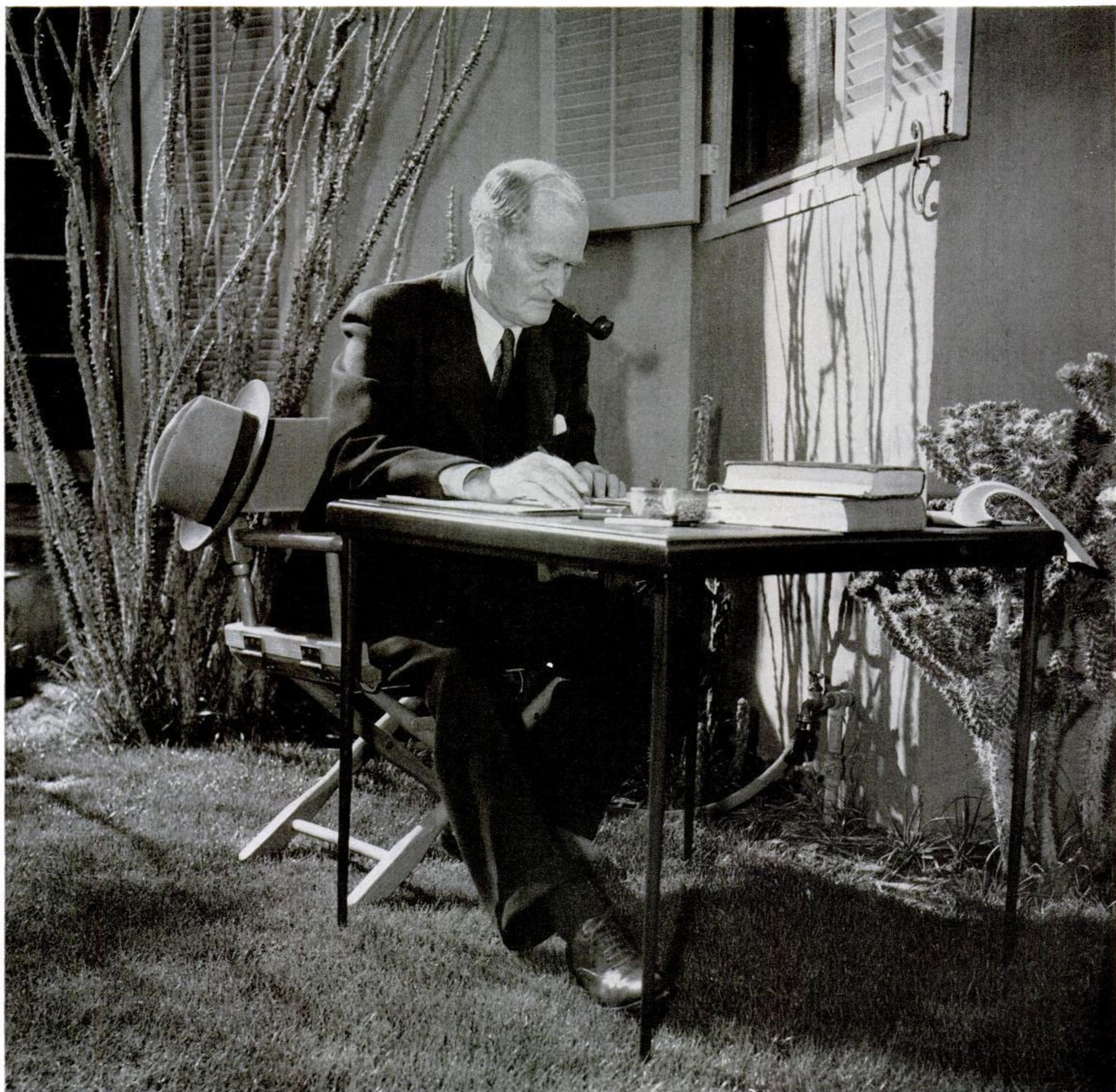
The benign old man working at the card table below is writing his 18th novel. He is 70 years old. To a generation coming of age in a fearfully complex world his name brings, at best, a faint and amused smile of doubtful recognition. But to their parents he will be remembered as a landmark in an era now coated with the shimmer of nostalgia, a beautiful bygone day when peace and prosperity seemed like permanent and indestructible blessings. This old man is Harold Bell Wright.

It was in 1903 that he first started on his strange

and astonishing literary career. An itinerant sign painter turned preacher, he had written his first novel as a parable to be delivered in weekly installments from his pulpit. When published between covers, *That Printer of Udell's*, to everyone's surprise, sold 500,000 copies. *The Shepherd of the Hills*, four years later, rolled up a sensational sale of 2,000,000. Like other bestsellers of that happy decade (Gene Stratton Porter's *Freckles*: 2,000,000 copies; John Fox Jr.'s *Trail of the Lonesome Pine*: 1,255,000), Harold Bell Wright's books were hearty, naive melodramas of the big out-of-doors whose chief virtue was that they brought to a heterogeneous people the beauty of the remote corners of their land. Otherwise, to modern concepts, these works seem almost bare of merits. The writing is lurid and overwrought. The characters are stalking cardboard figures, crudely symbolizing weakness or strength, cour-

age or cowardice, good or evil, each brushed in solid with a single flat paint. The women are paragons of youth, health, beauty, charm and purity. The action goes galloping along, heedless of reality, from thrilling gun duel to breathless escape, from knock-down fist fight to hair-trigger rescue. But a generation of readers as yet unfamiliar with the austerities of a Hemingway, a Dos Passos or a Faulkner found such moral tales as *The Winning of Barbara Worth*, *The Calling of Dan Matthews* and *The Re-creation of Brian Kent* so engrossing that, all in all, 10,000,000 copies of Wright's books were sold.

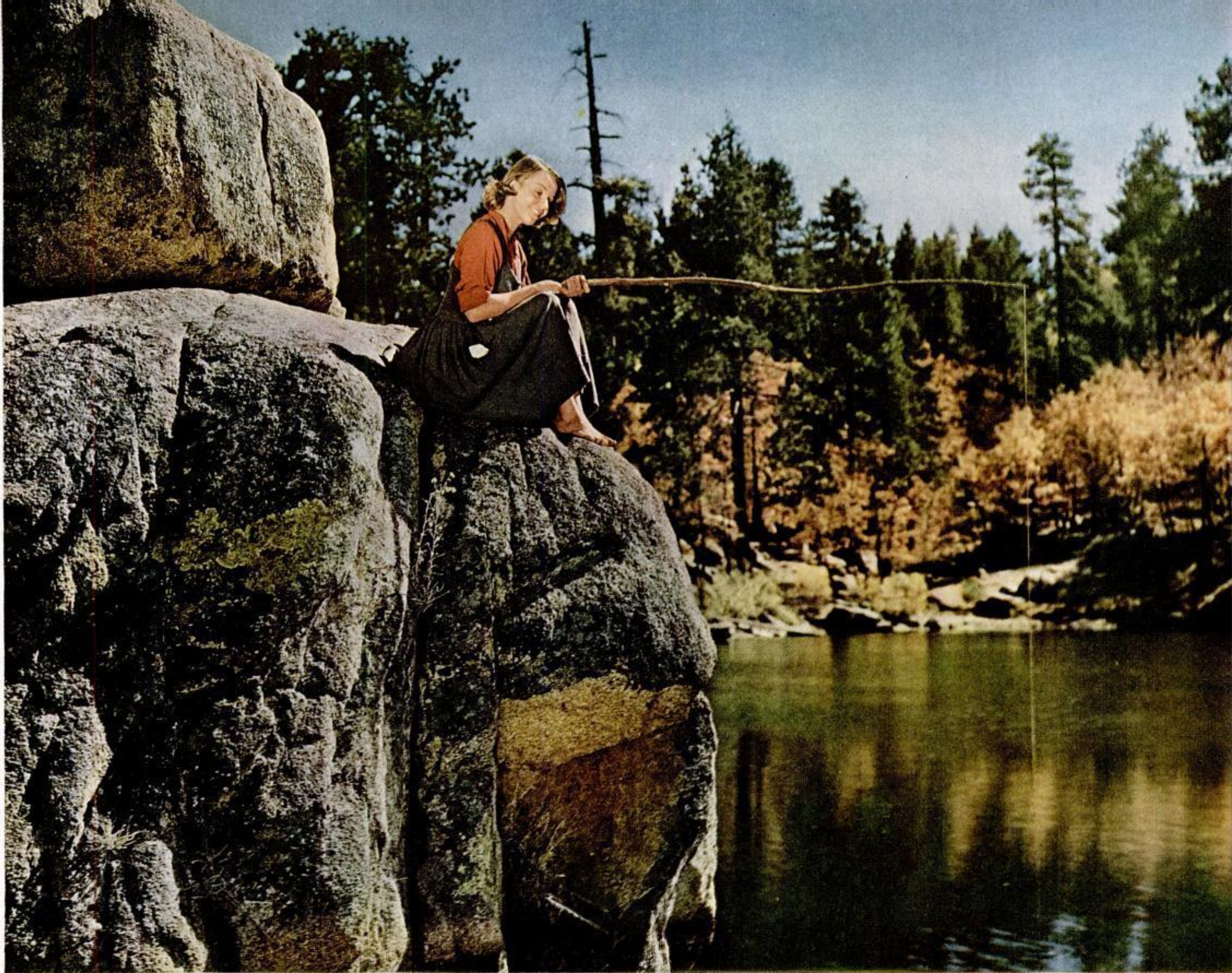
Of his 17 novels, eight have been made into movies, some of them twice. The last, soon to be released by Paramount, is a Technicolor version of *The Shepherd of the Hills* (on opposite page), which, for all its mountain scenic splendor, has even in a restrained adaptation, the dated sentimentality of its 34-year-old book.



Portrait of novelist at work is posed by Harold Bell Wright before his bungalow in Palm Springs. The new novel, as yet

untitled, is laid in the redwood country of California and will be his first since *To My Sons* (1934). Ill from pneu-

monia, Mr. Wright left his ranch at Escondito, Calif. several months ago to recuperate in Palm Springs' desert air.



For an Ozark Mountain background, Paramount took its Technicolor crew and 200 actors 5,000 ft. up in the San Bernardino Mountains of California. Here they found a locale resembling

the Missouri country where Harold Bell Wright once preached and from which he drew his characters. Fishing in the lake is Betty Field, who plays Wright's heroine, Sammy Lane.



A stranger to the hill folk is Dan Howitt (Harry Carey) who buys Moaning Meadow from Matthews family for \$1,000. For his kindness, Howitt comes to be known as the Shepherd.



At Moaning Meadow the Shepherd visits the hut of Sarah Matthews, who returned from the city to bear a son and die. Son's father, whom the Matthews have sworn to kill, is Shepherd.



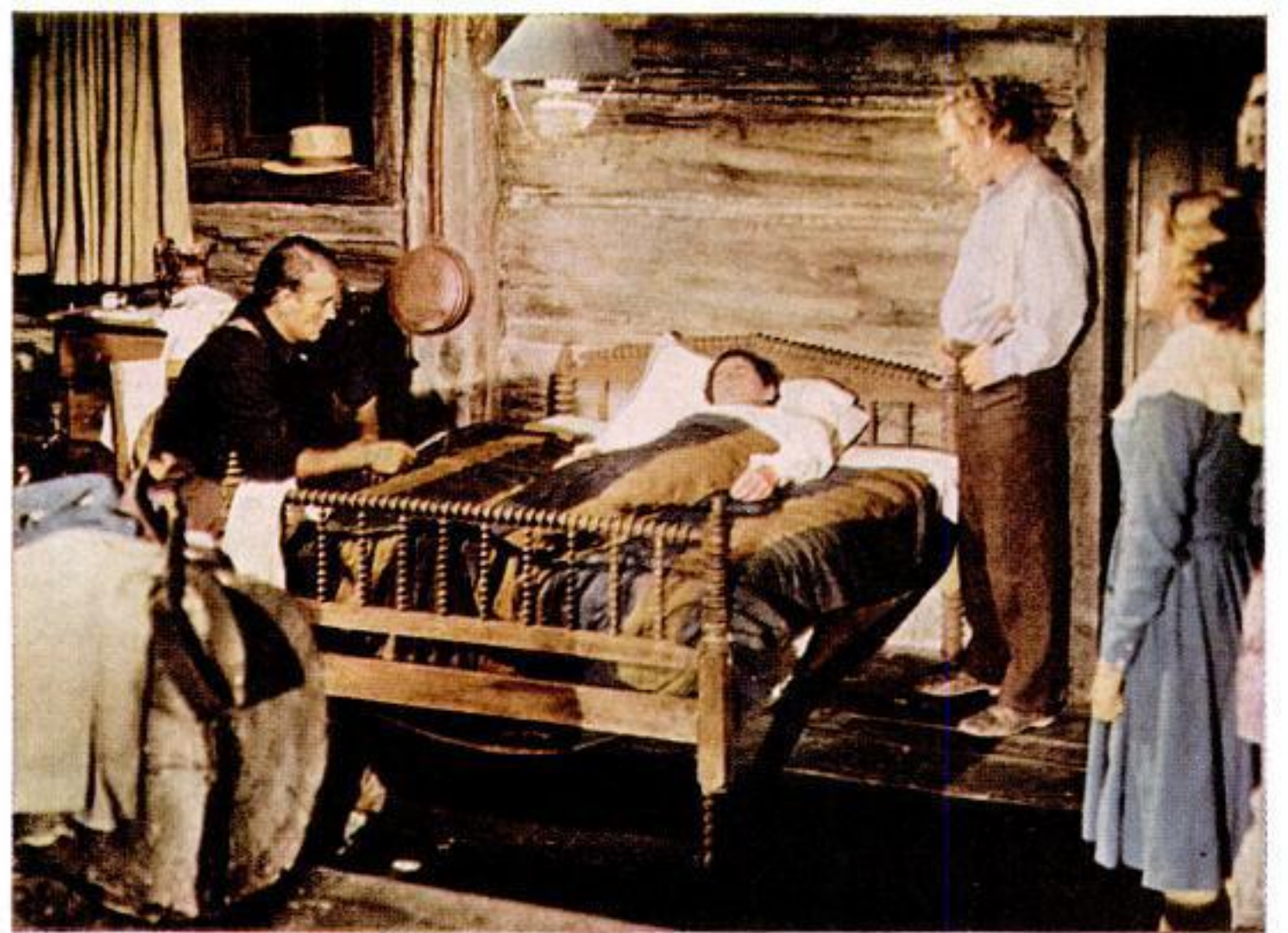
At Flying Clouds Bluff mountain folk gather to witness the crowning achievement of Shepherd's good work. He has been teaching them to earn a living by making wicker furniture.



On a droopy old mule comes blind Granny Becky, to supply the chief drama on this occasion. In foreground is a rocker made by mountaineers to pay for Granny's eye treatments.



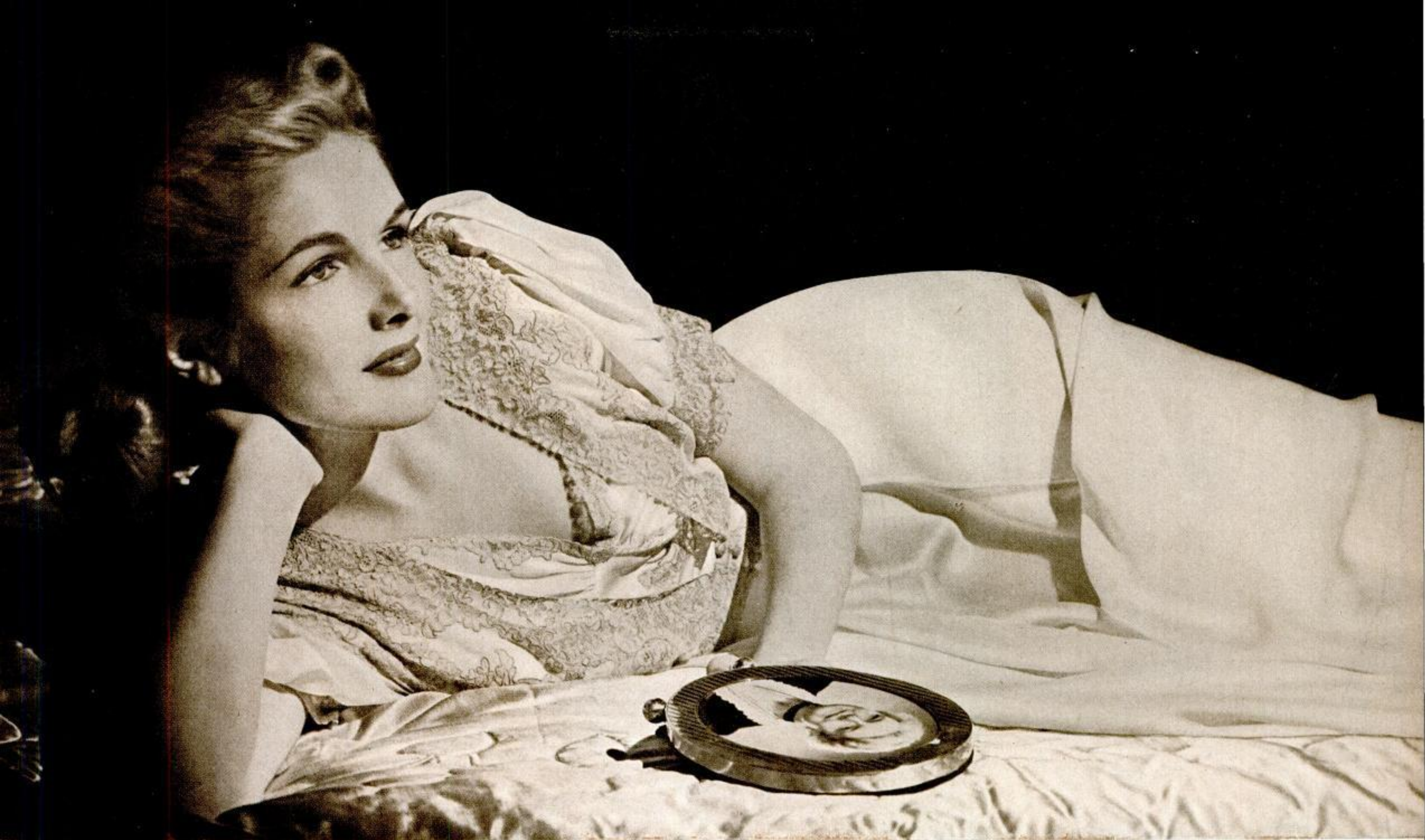
Granny sees for the first time in her life when bandages are removed. But her seeing eyes also detect and reveal resemblance between the Shepherd and the son of Sarah Matthews.



To save the Shepherd, the half-witted son of Aunt Mollie Matthews sacrifices his life. Peace follows between young Matthews (John Wayne, left) and his father, the Shepherd.

THIS IS WHAT THE SUPERSTITIOUS MOUNTAINEERS CALL A WITCH-RING. SEATED AROUND IT WITH GUNS, THEY WAIT TO KILL EVIL SPIRITS WITH SILVER BULLETS





I'll miss you at my wedding, Granny

REMEMBER, Granny dear, when you said, "I'll even *dance* at your wedding if you find me a nice beau"? Though you must have known then that you were very sick.

When the telegram came, I cried like a kid.

Probably that's because when I *was* a kid you were always so understanding and human. You treated me like a grown-up when that was so terribly important to me—yet you kept the cookie jar filled when I came to visit.

One of the things I remember best about you is the pride you always took in your Thanksgiving table. With that beautiful linen, and those fascinating candlesticks that curled around, and that stunning, heavy silver. But then, *everything* in your house was so quietly nice.

I never guessed, until Mother told me, that you had so little to live on. I couldn't under-

stand how you managed to live so gracefully. Then I remembered that time when you gave me ten cents for candy—and I came back with an enormous bag of awful five-for-a-penny stuff. "My child," you said, "if you've only a little, buy only a little—but buy the best."

And now that I'm getting married I've proved I'm your own grand-daughter. For in planning *my* home I've felt just as you did.

In silver, for instance, I'm getting silver as solid and shining and fine as yours—a *little* of that, rather than a *lot* of something second-best. For solid silver will give *character* to our home, more than anything else we own. It will grow more precious the longer we live with it.

And it's *International Sterling*—and, Granny dear, you'd love it!

Probably no other solid silver can give you a lifetime of deeper satisfaction than can *International Sterling*. For with *International Sterling* you will always know

—that your sterling was made by the world's foremost silver house.

—that your pattern was designed by craftsmen whose predecessors were creating spoons of coin silver 100 years ago.

—that pieces created by *International's present* craftsmen are treasured in leading art museums.

Yet *International Sterling* is not expensive. A beginning service for four in *Prelude*, for example, costs only about \$68. A welcome gift of extra spoons is only about \$10. See *Prelude*—and many other distinguished *International Sterling* patterns—at your silverware dealer's.



*International
Sterling*

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*Just picture
your own rooms
redecorated this
"Never Before" way!*

SIMPLE, RECTANGULAR SHAPES predominate in this modern room. See how the Nairn floor and wall treatment emphasizes this. Outline squares, made with white Nairn feature strips, are set in the floor of Nairn Plain Linoleum, "Green," No. 1119. An effect of relief paneling is produced, on the walls around the fireplace, with the same green linoleum. (Incised lines create the illusion.) Other walls, Nairn Wall Linoleum, "Opal," No. 7998.

**"Never Before" such opportunity
to have inlaid linoleum floors
of your own design**

**"Never Before" a linoleum for walls
combining life-time beauty and
flexibility, with such decorative charm**

**"Never Before" such glamorous
linoleum colors — all color-correlated
with the new fabric and accessory shades**

GONE ARE THE DAYS when you were doomed to disappointment, if you tried to find home furnishings to match the linoleum of your choice!

JUST THINK! Nairn, the pioneer linoleum maker, has changed all this. Color-correlated the new Nairn Linoleum patterns for both floors and walls with the new colors in upholstery, china, dishpans, even! NOW you can give a room "Never Before" beauty—very easily. Just build your plans around a lovely new Nairn Linoleum floor—or walls—or both.

PRACTICALITY, too, makes this the best way to re-do rooms. *First*, because a Nairn Linoleum floor is the finest of inlaid linoleums. Its softly lustrous surface stays smooth and easy-to-clean for years, with just a touch of Nairn Self-Polishing Wax now and then . . . *Second*, because Nairn Wall Linoleum lasts as long as the walls it covers—is stainproof, fadeproof, washable!

YOU'LL BE THRILLED to find how little it costs to redecorate any room the wonderful "Never Before" way. Take your problem to your Nairn dealer—and ask him to show you the array of Nairn patterns for floors—and walls, too.

HELPFUL NEW DECORATION BOOK FOR YOU!—cramped with pictures and detailed information. Send 10c for your copy of "A Treasure House of 'Never Before' Rooms—And How To Do Them!" to Box 9, Congoleum-Nairn Inc., Kearny, N. J.



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THE OLDEST MAKERS OF LINOLEUM
NOW BRING YOU NEW BEAUTY,
NEW ECONOMY, LONGER WEAR

FEMININE CHARM in a Powder Room! That remarkable new decorative material, Nairn Wall Linoleum, is the "beauty secret" of these walls. It can be installed on curved walls, like these, without a wrinkle! Once "up," it lasts a lifetime—for it is stainproof, fadeproof, crackproof, and washable. Two patterns are used—"Maize," No. 7987, and "Turquoise," No. 1134. The effect of sculptured drapery is obtained with incised lines in the linoleum.

LOVELY TO LOOK AT—AND EASY TO CLEAN AS A CHINA CUP! There isn't an inch of this kitchen you can't clean, quick as a wink, with a damp cloth! It's all porcelain enamel, washable paint, and above all, satin-smooth, stainproof Nairn Linoleum—on walls, floor and counter-tops! The walls are "Light Pine," No. 7981 in Nairn Wall Linoleum. The floor is No. 7565, Nairn Karnean Linoleum. All working surfaces, as well as the "cove base" joining cabinets and floor, are covered with "Crimson," No. 1127, in Nairn Plain Linoleum—a perfect match with the red accent in the floor.





Inside its mother's fur-lined pouch the baby kangaroo spreads its ears wide with interest. At age of 4 months it is getting uncomfortably big for the pouch, sometimes leaves its long tail dangling outside.



Outside the pouch, the baby kangaroo washes itself. Until it is 6 months old, it stays close to its mother, ready to jump back into the pouch at the first sign of danger.

BABY KANGAROO GETS OUT OF ITS MOTHER'S POUCH AND JUMPS RIGHT BACK IN

Last December, keepers at the Bronx Zoo in New York City noticed a suspicious squirming in the pouch of one of its female Euro kangaroos. Looking closer, they discovered that the mother had recently had a baby, first of its kind born in this Zoo. Now almost 4 months old, the baby kangaroo is big enough to get in and out of its mother's pouch.

It is hard for zoo keepers to know a kangaroo's exact birthday. As soon as a baby is born, it climbs blindly into the pouch, fastens its mouth to a teat and lies there quietly. At regular intervals, the

mother contracts some muscles and squirts milk down her baby's throat. After two months, the baby begins to give up the teat. In wild state it leans outside the pouch as its mother feeds and nibbles on nearby vegetation.

A kangaroo—"kangaroo" is Australian for "What do you mean?," which is what the natives replied to Explorer Captain Cook when he inquired about this remarkable marsupial—stays in its mother's pouch until it is about 6 months old. After that, the mother keeps it out by cuffing it whenever it tries to climb in.

Washing baby is done only by very solicitous kangaroo mothers. Most of them let the baby clean itself.



Relaxing, mother lies down with her baby comfortably half out of the pouch. Kangaroos are low form of mammal. Only egg-laying mammals like the duck-billed platypus are lower.



By itself, the baby stands balanced by its tail. Even babies' tails are very long.





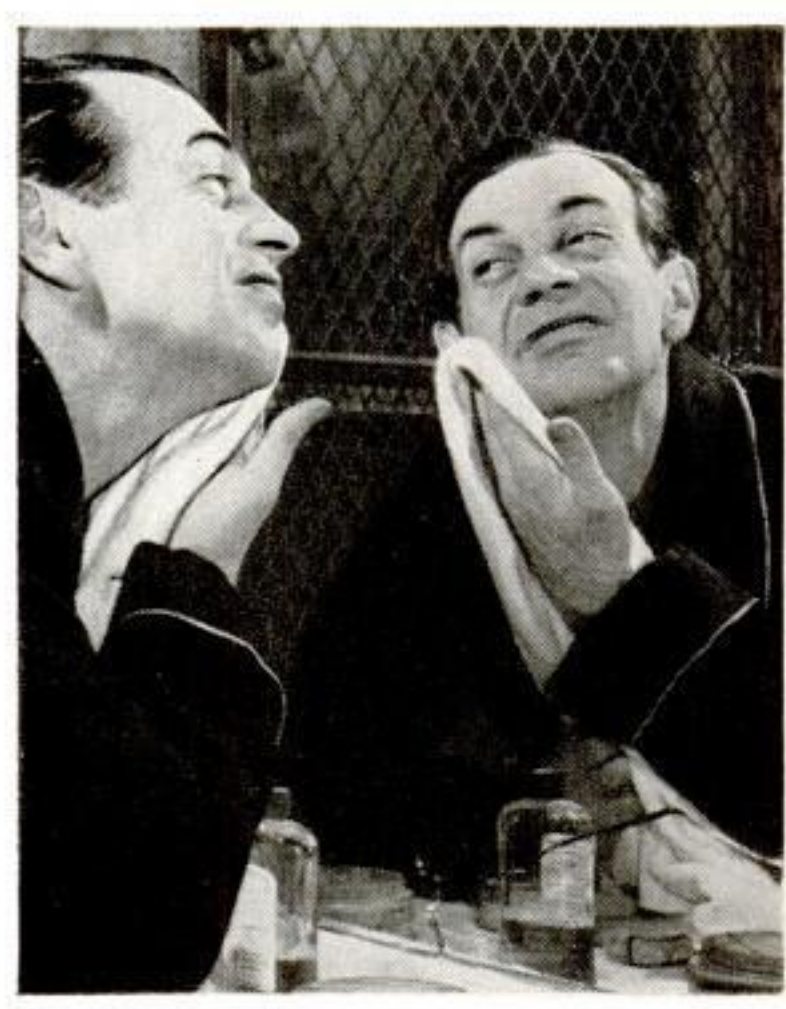
ACTORS' FACES
are *extra* sensitive
to Shaving Cream



— that's why —

RAYMOND MASSEY uses WILLIAMS

EVEN stage whiskers can present a tough shaving problem! Ask Raymond Massey. He wore a full beard in his famous portrayal of Lincoln, and for the Warner Brothers picture, "Santa Fe."



Taking off make-up is hard on Raymond Massey's skin, makes shaving a problem.

To remove false whiskers, Mr. Massey uses acetone and a heavy Turkish towel. And that's punishment for any man's skin—especially when it must be done day after day.

As Raymond Massey says, "Removing make-up leaves my face very tender and makes shaving a problem. That's why I am always careful to use Williams Shaving Cream. Williams is unusually gentle to my skin—it never stings or irritates."

And Williams is easy on the skin for another reason. Its rich, wet lather soaks whiskers completely soft. So you can shave cleanly without hard pressure on your razor.

Credit experience for this superb Williams lather. Williams have been making fine shaving preparations for over 100 years. They know how to find the rich, top-quality ingredients. They know how to blend these fine ingredients in just the right amounts. And you don't pay a cent extra to benefit by this century-old skill!

Try Williams—get a tube today!



Baby kangaroo (continued)



Startled by something, baby kangaroo darts back to mother who places protecting paws over it. In wild state, the mother is not always a good parent. When in danger, she sometimes pulls her baby from the pouch, tosses it aside so she can run faster.



Back into the pouch the baby jumps head first (above), tucking its long legs in behind it (below). After kangaroo gets its legs in and gathers a little courage, it will turn around and peep out to see what's up. Notice how pouch stretches to hold it.



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Please send free: 1 New "Recreational Map of New Mexico,"
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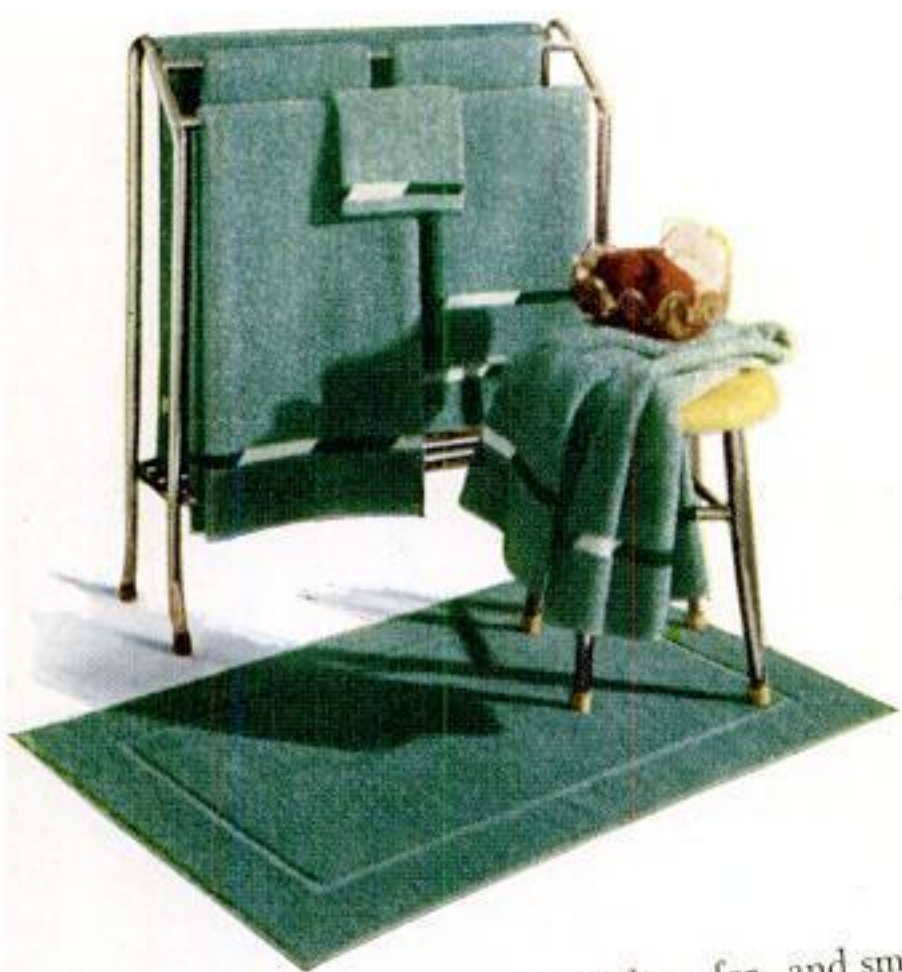


Very orderly—very lavish—roses in full bloom on bathroom walls! A wide range of heavenly Cannon colors for these luxurious, long-lived perennials. 6-piece set (2 Cannon bath towels, 2 face towels, 2 wash cloths), \$2. Bath mat extra.

"It's fun to match 'em up!"

Tired of your bathroom color scheme? Want a fresh new vista for spring? It's easy! Just hurry to your favorite towel department and stock up with tempting new Cannon towels in matched sets (bath towels, face towels, wash cloths and bath mat all in the same design and color). It's fun to match up Cannon's gorgeous Decor-Aider designs—fun to have a bright new

bathroom every week just by switching sets around—fun to give every member of the family his own towels, in his own color, even if he can't have a bathroom all to himself. It's fun, too, to know the extra value you get when you buy Cannon towels—so thick-looped for extra absorbency, so strongly woven for extra wear. Cannon Mills, Inc., New York City.



The kind of towel that strong men long for—and smart women provide them with! Typical of patterns and styles in this price range is this smart new Cannon towel set in turquoise. 6-piece set (2 bath towels, 2 face towels and 2 wash cloths), \$3.95. The bath mat is extra.



Cannon's reversible texture in a dreamlike shade of rose is thoroughly businesslike about getting you dry fast! For a 6-piece set in the enchanting new pattern illustrated (2 bath towels, 2 face towels, 2 wash cloths), \$2.85. The deep-tufted bath mat is extra.



Superb simplicity in action-loving, hard-wearing Cannon towels! So soft—yet completely virile even to the three-tone border design. 6-piece set in design illustrated (2 bath towels, 2 face towels, 2 wash cloths), \$1.75. Bath mat extra.



Cannon Towels

IN MATCHED SETS
CANNON TOWELS • SHEETS • HOSIERY



IN WOUNDED AGONY, THE BIG MANTA RAY LEAPS HIGH OUT OF THE WATER, ITS BLOOD SPURTING FURIOUSLY FROM THE TWO GAPING HARPOON HOLES IN ITS FLAT BACK

A GIANT MANTA RAY GETS AWAY BUT PHOTOGRAPHER GETS WONDERFUL PICTURE

Daniel Mannix, wild animal photographer, was out in a boat off the southwest coast of Mexico. In the water he spotted a purple shadow. One of his boatmen threw two harpoons into the shadow. It turned out to be a giant manta ray.

Both harpoons struck home and the big fish began racing through the waters. For two hours it dragged the boat madly around, Mannix taking moving pictures all the while. Finally the fish pulled free of the harpoons, dashed away. Mr. Mannix began loading his still camera with color film when suddenly the

wounded ray circled back. His camera all set, Mr. Mannix clicked the shutter as the manta leaped out of the water, got one of the most remarkable fish pictures ever taken.

Largest of the "bat-winged" ray family, the powerful manta swims by moving its two triangular pectoral fins which sometimes have a spread of 25 ft. Found in the Pacific and warm Atlantic waters, the manta weighs more than a ton. Though grievously hurt by the harpoons and weakened by loss of blood, the tenacious manta above probably survived the wounds.

A little jealousy is O.K. with Mr. Dean



1. MRS. DEAN: I'll never meet you again! You come sailing in surrounded by movie starlets...a pretty stewardess...a stunning new hat—bought for their special benefit, I presume!

2. MR. DEAN: Now, now—take it easy. I bought this streamlined hat because I liked it. And if it makes you jealous, well—remember I like you a *little* jealous...proof of interest, I say.



3. MR. DEAN: We'll lunch right here in the airport, O.K., green eyes?

MRS. DEAN: Sure. But let's see that hat. Why, it's as light as the Stetson I'm wearing.



4. MRS. DEAN: And it says "Stetson" inside as big as life. Glad you got a *good* hat. Now I can throw away those horrible old wrecks of yours.

MR. DEAN: The sooner the better!



5. MRS. DEAN: You got a Stetson Stratoliner *and* that streamlined hat box, too?

MR. DEAN: I did. And here's where I'm going to keep it. It's too good to be hanging around loose.

The *Stetson* Stratoliner **\$6⁵⁰**

STETSONS ALSO MADE IN CANADA

"I've got my wife to thank...for picking a pennant-winning cereal" — says GRANTLAND RICE

Noted Sports Authority Says First Bite Made Him Shredded Ralston Fan for Life



"I thought I knew the score on breakfasts —and that all cereals tasted pretty much alike. So I had a mighty pleasant surprise one day not long ago when Mrs. Rice changed the pace on me by serving Shredded Ralston. One bite led to another —and made me a Shredded Ralston fan for life. You've really 'got something' in the flavor of that cereal of yours...and I've got my wife to thank for a change in the breakfast scorebook."

Grantland Rice

Thanks, Grantland Rice, for your "reporting" job on Shredded Ralston's flavor. It's different from that of other cereals, yes. So different — the flavor process earned a U. S. Government patent! But Shredded Ralston is something more than just a *delicious* breakfast dish.

It's nourishing — made from whole wheat. It's ready-to-eat — just serve with milk or cream, or with your favorite fruit. It's "bite size" — requires no messy crumbling. It stays crisp and tasty... is easily digested. And it's economical, too. Feel the weight of a package of Shredded Ralston and you'll know why Shredded Ralston costs less per ounce than most nationally advertised ready-to-eat cereals — only half as much as some! So why not start the whole family out on Shredded Ralston every morning!

P. S. BUTTERED AND TOASTED, Shredded Ralston makes grand appetizers and croutons for soups. Easy to prepare. Just melt $\frac{1}{2}$ cup butter or other shortening in pan. Add Shredded Ralston and $1\frac{1}{2}$ teaspoons salt. Heat thoroughly, stirring constantly, about 5 minutes. 1 package makes 6 cups.



Mr. and Mrs. Grantland Rice, and their glamorous daughter, Florence Rice, Hollywood Star, at breakfast in their Beverly Hills, California home. Like the Rices, thousands have found a sure cure for lazy appetites in Shredded Ralston.



A Money-Back Guarantee is Printed on Every Package

If this delicious whole-wheat cereal doesn't make an instant hit with your family, the purchase price will be promptly refunded.

it's Bite Size
NO MUSS • NO CRUMBLING

SHREDDED RALSTON



BEFORE THE WAR CHURCHILL STANDS IN HIS STUDY AT CHARTWELL, READY TO DICTATE. HE COMPOSED LETTERS BEFORE BREAKFAST, IN HIS BATH AND IN BED AT NIGHT

I WAS WINSTON CHURCHILL'S PRIVATE SECRETARY

by PHYLLIS MOIR



Phyllis Moir served Winston Churchill as secretary in 1932 and accompanied him on his tour of the U. S. Last week she published a book, *I Was Winston Churchill's Private Secretary* (Wilfred Funk, \$2), perhaps the best intimate portrait of Churchill yet written. LIFE herewith presents a condensation of her book.

An Englishwoman, Miss Moir has had a distinguished career as a private secretary to celebrities. Besides Mr. Churchill, she has served Lord Robert Cecil, Mr. Arthur Balfour, Sir Neville Henderson, Lord Derby, Mrs. Oliver H. P. Belmont and Lillian Gish. She now lives in New York, where she is manager of the Forum Lecture Bureau. Of her association with Churchill she says: "The impact of his personality was so shattering that I felt, when I left his service, that this had been the private secretaryship to end all private secretaryships."

I have always found Mr. Churchill in the flesh smaller and rounder than in his pictures. He has the face of a good-humored bulldog.

When something amuses Mr. Churchill—and he finds life highly entertaining—the corners of his mouth pucker up roguishly, his rather prominent blue eyes pop amusingly out of his head and his round pink face lights up with an impish grin. When he is angry his scowls are prodigious. He reminds one irresistibly of the proverbial bear with the sore head and woe betide anyone who crosses his path on such occasion.

I shall never forget the unfortunate clubwoman who buttonholed him in the lobby of a hotel to request his presence at some trifling function. She, poor unsuspecting creature, hit upon him when he was feeling out of sorts. So ferocious was the expression that came over his face when she addressed him that she turned and fled without waiting for an answer. This event immediately put Mr. Churchill in a high good humor.

Mr. Churchill's appearance is inclined to be sloppy but not for want of valeting. His suits are cleaned and pressed every day and his shoes are carefully shined. It is simply that he has a knack for looking crumpled.

His lounge suits are dark gray, dark brown and navy blue, usually with a pin stripe. In London he wears a black coat and gray striped trousers and curious buttoned boots with light cloth tops. Everything in Mr. Churchill's wardrobe is plain but of the very best quality. Even the hideous assortment of gray and black felt hats, which thrust carelessly onto his large head assume an odd chimney-pot appearance, come from the best hatter in London.

He is completely devoted to a long, heavily lined black overcoat with a resplendent astrakhan collar. When I first made its acquaintance it already had a greenish tinge of age. I saw in a picture recently that Mr. Churchill is still wearing it. He was wearing

it, and a silk top hat into the bargain, 30 years ago.

He wears fine-spun, cream-colored silk pajamas, white silk shirts, silk underwear—here he allows himself a dash of color and favors pink for his shorts. He used to soften the transition from pajamas to street clothes by dashing around in shorts and undershirt and a bright red cummerbund while I trotted behind him from room to room with a pad and pencil struggling to keep pace with the torrential flow of words.

Every night of his life Mr. Churchill dresses for dinner. He dawdles over his dressing and likes to have friends around to talk to or a secretary to dictate to as he ties his tie and puts the finishing touches to his toilet.

When traveling Mr. Churchill carries enough baggage for a regiment. Our every departure caught poor Sergeant Thompson, the Scotland Yard inspector assigned to him, in the throes of a fearful struggle to cram Mr. Churchill's clothing into the already bursting suitcases. A continuous trickle of packages containing socks, shirts and oddments abandoned in the course of his hurried departures generally follows in Mr. Churchill's trail.

Mr. Churchill never really walks. He seems to canter. He is always in a hurry but for some mysterious reason can never get to an appointment on time. I was told that as a very youthful second lieutenant he was once honored with an invitation to dine with the Prince of Wales, later Edward VII. Even then Mr. Churchill kept his royal host waiting a full 50 minutes. And he has kept everyone waiting ever since.

Out of a variety of Churchillian costumes and Churchillian attitudes, two tableaux stand out vividly in my mind: Mr. Churchill sunk in the depths of a huge armchair, a little mound of silver-gray cigar ash piled on his well-rounded midriff; and Churchill, the Man of Destiny, standing like a modern Napoleon, his feet slightly apart, his thumbs under the arm-pits of his vest, a torrent of words coming from his lips.

says **Peter Putter** (TRADEMARK)

"Those odd jobs around the house... it's fun to do them yourself. And you save healthy dollars in the process! For instance: floors dull, scuffed, listless, scarred? Do 'em over with Double X. A 75¢ can makes varnish vanish; makes old floors new.



"Any caked-up paint brushes in attic or garage? Save 'em with Savabrush. Loosens paint, varnish, shellac, enamel. Cleans 'em down to the heel. A 10¢ carton saves several brushes.



"To fill holes, cracks, nicks, your best bet is Schalk's Crack Filler. All you add is water. Won't shrink; dries hard; stays put. A 10¢ carton will save many an 'expert' repair bill.



"Then there's Waxoff... born for just one purpose: to remove wax, floor oil, polish, dirt, before revarnishing or rewaxing. Then you know the varnish will dry. 10¢ buys that insurance.



"And I mustn't forget that new favorite: Schalk's Wood Putty. Use it just like wood for anything that needs mending. Easy to work; contains real wood; the biggest 10¢ buy in America!"



Your paint, hardware or lumber dealer should have these do-it-yourself items. If not, **SEND 10¢** for a "Get-Acquainted" package of any item; or 50¢ for all five. Address: Schalk Chemical Co., 351 E. 2nd St., Los Angeles.



A tray of bottles (right) stood in Churchill's Chartwell study when this picture was made in 1938. Miss Moir says he always likes to have bottles where he can see them.

Churchill (continued)

A third and somewhat irreverent picture of Mr. Churchill mischievously refuses to be forgotten. It is a still life of a plump, middle-aged gentleman looking at an array of bottles of whisky, brandy, champagne and liqueurs. When he was in America he liked to have his little stock of bottles so arranged that he could see it from his bed.

Mr. Churchill enjoys a drink. I have noticed that it seems to renew his strength and energy; it brings a sparkle to his eye and added fire to his manner. "You can't make a good speech on iced water," I have often heard him say.

At home or on travel, at work or on holiday, Churchill drinks a glass of dry sherry at midmorning and a small bottle of claret or Burgundy at lunch. To Mr. Churchill a meal without wine is not a meal at all. When he is in England he sometimes takes port after lunch, and always after dinner. It is at this time that his conversation is most brilliant. In the late afternoon he calls for his first whisky and soda of the day. Like most Englishmen he drinks it without ice. He likes a bottle of champagne at dinner. After the ritual of port, he sips the very finest Napoleon brandy. He may have a highball in the course of the evening.

Mr. Churchill, though never a heavy eater, is a connoisseur of good food. But one cannot exactly call him a gourmet because he has not the gourmet's love of complicated and exotic dishes.

He enjoys a perfectly done lamb chop and considers soups "a good culinary institution." He is fond of seafood, especially clams and American oysters which are larger than those in Europe. When in the U. S., he would often build a whole meal around fish. He insists upon having his meat roasted, because in roasting none of the juices and none of the flavor is lost.

"I want some solid, substantial sandwiches," he once announced to a head waiter who was preparing him a picnic lunch. "Get hold of a large loaf, and don't cut the slices too thin—or too thick, either. Trim the crust off the edges and put plenty of butter on the bread. Please see to it there's enough beef for us to know it's a beef sandwich. And make certain that the beef comes clear to the edge of the bread. I don't like to bite twice into a sandwich before I can tell what's inside of it."

All this was rattled off with a very pronounced lisp, which left the unfortunate waiter completely bewildered. "Never mind," said Mr. Churchill impatiently, when he realized the man had not taken in a word, "bring me some paper and a pencil." And then and there he proceeded to illustrate the exact size and thickness of the sandwiches with a series of quick sketches, little blueprints of gastronomic architecture.

Mr. Churchill prides himself on his cooking. As a soldier of the Empire, he frequently had to prepare a rough-and-ready meal over a campfire. Nowadays he is content to do a cutlet or a sausage to a nice turn over the electric grill at Chartwell. But as a mark of esteem for specially privileged guests, he will map out with them and cook with his own hands a whole dinner.

Mr. Churchill's love of good living seems to have had absolutely no effect on his health other than to add inches to his waistline and his collarband. He has never suffered a pang of indigestion in his life. He is blessed with a positively Herculean constitution. In spite of the terrific pace at which he has lived, he can proudly state that now in his 60's he is in excellent physical condition. His blood pressure is practically normal. For some strange reason he rather enjoys having it taken.

Out of bed at night to take a letter

My association with Mr. Churchill convinced me that the quality most responsible for the man's prodigious achievements is his unflagging zest for creative work.

Whatever he is working at—a letter, a speech or an article—he is always in a desperate hurry. The slightest delay irritates him beyond measure. When put out, he will mutter angrily to himself and I have seen him stamp his feet like a spoiled child. The idea of one unanswered letter is a nightmare to him. If he awoke in the small hours of the night and suddenly

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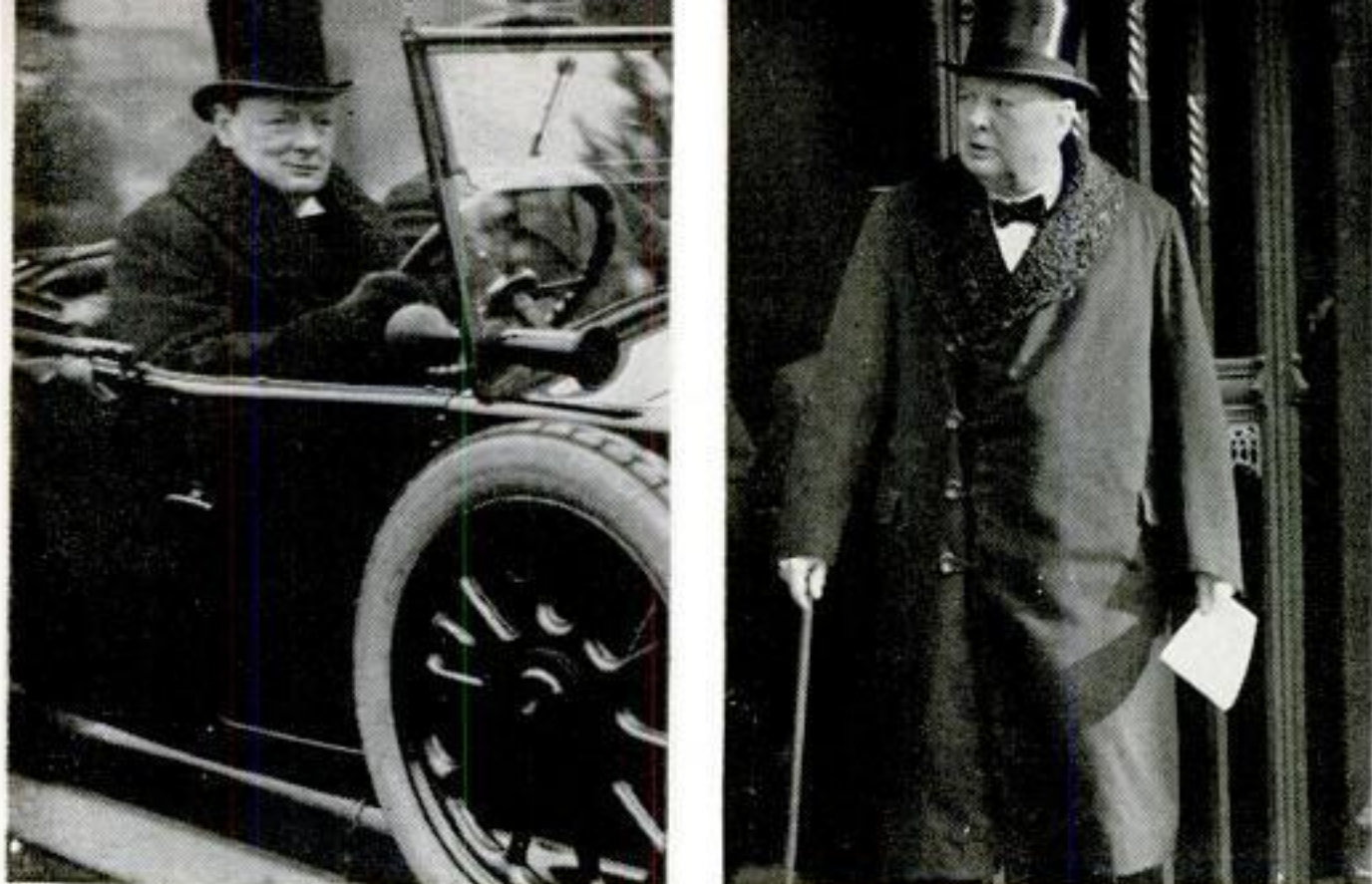
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His favorite coat, with the astrakhan fur collar, dates back to the last war (*left*). At right: Churchill at Neville Chamberlain's funeral. Miss Moir says it is the same coat.

remembered some task left undone, he would summon me and immediately start dictating.

One instance of nocturnal dictation I shall never forget. One evening, feeling the first symptoms of a cold, I resolved to take the unusual liberty of going to bed at 10 o'clock and asked Sergeant Thompson to explain my absence to Mr. Churchill.

I was fast asleep. It must have been nearly midnight when Thompson, looking like a ghost himself, woke me up. He had a small glass of brandy in his hand. "Mr. Churchill says he's sorry, Miss, that you're not feeling well," Thompson mumbled apologetically, "but would you come and take just one letter for him. It's important and must get off tonight."

There is no arguing with Mr. Churchill so I dressed and went in with my notebook. As usual he was comfortably ensconced in bed, smoking a cigar and reading a book. He immediately began to dictate a letter to the English cartoonist, David Low, asking him please to differentiate his cartoons of Churchill from those of Lord Hailsham, another well-known figure in English politics.

"You make us look exactly alike," he complained good humoredly. "I should be glad if you would do something about it."

I failed completely to see that there was any great rush about this letter but then every letter he writes is to him a matter of the most desperate urgency.

Churchill deals with a baggage master

I remember once on a long train journey Mr. Churchill, after retiring for the night, asked Sergeant Thompson for a certain book he wanted to read. Thompson, almost asleep on his feet at the end of an exhausting day, explained that the volume in question was packed in a trunk that had been checked in the baggage car at the far end of the train. Mr. Churchill asked him to fetch it. Comfortably ensconced in my berth halfway down the Pullman, I peeped out through the green curtains and watched Thompson stagger off sleepily, thanking my lucky stars that I had escaped this unpleasant little task. After some 15 minutes he came back to report that the baggage master had refused to let him get at the trunk, which was wedged in an inaccessible corner of the tightly packed car. Mr. Churchill, in a loud voice that provoked a chorus of indignant protests from sleepy passengers in the car, instructed Thompson to bring the baggage master to him.

Poor Thompson again set out wearily on his long trek up the train and reappeared with the indignant baggage master. The irate official's protests were abruptly silenced when he saw the look on Mr. Churchill's face. There followed a hushed conversation that I could not catch and the two men disappeared. This time—after a much longer interval in which the baggage car was no doubt taken to pieces—Thompson returned triumphantly with the book.

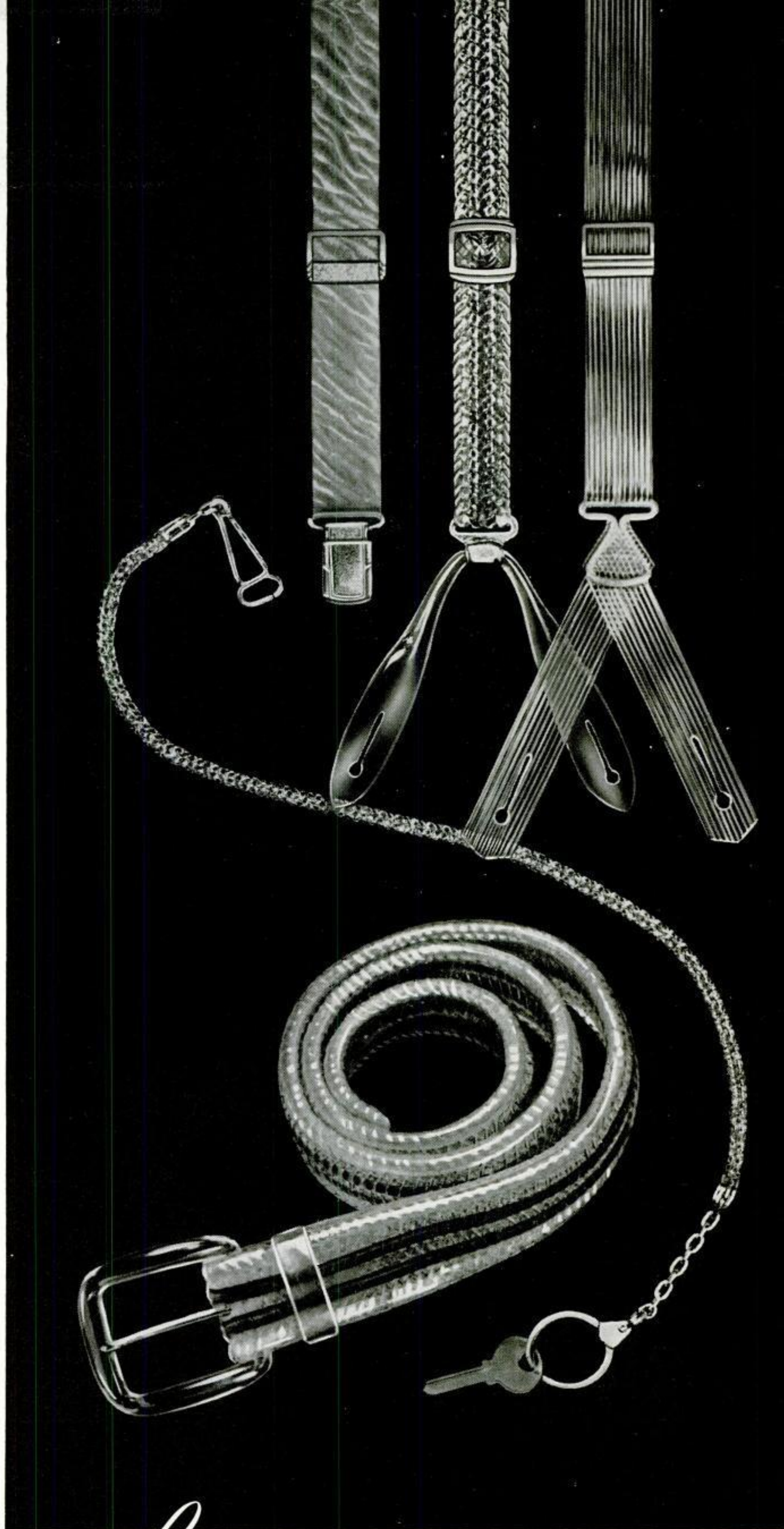
Even when Mr. Churchill is in the bathtub there is no respite for his secretary. Occasionally he would call loudly for me to take dictation behind the slightly open door through which he would suddenly appear, a towel draped around his midriff, and roll off in that booming voice of his the last paragraphs of a speech he was to deliver somewhere that evening. Incidentally, this Churchillian habit has caused distress in English country houses where nervous housemaids have been scared out of their wits by the spectacle of a rotund, middle-aged gentleman dashing down a corridor draped in a bath towel.

The most overworked word in Mr. Churchill's vocabulary is "prod." He was always talking about being "prodded" by doctors, "prodding" Cabinet Ministers, "prodding" his lawyers, publishers and political rivals. Undoubtedly he has prodded the British Empire as it has not been prodded for generations.

Most people do not realize the "blood, sweat and toil" that has made Mr. Churchill the incomparable organist of the English language that he is today.

Winston Churchill was born and grew up with a stutter and a defect in his palate that caused him to lisp. You could ask for no more impressive tribute to the man's perseverance than the fact that he has never allowed

CONTINUED ON NEXT PAGE



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Sergeant Thompson of Scotland Yard (*right*) has been Mr. Churchill's bodyguard for 20 years. (The Yard assigns a man to every prominent British statesman, in or out of office.) Thompson also serves unofficially as valet, secretary and personal adviser.

this staggering handicap to deflect him one inch from the path he chose to tread.

Mr. Churchill has never fully cured the lisp. I found it very pronounced all the time I took dictation from him. And the stutter still breaks out violently whenever he is excited—which is often. But on the public platform and before the microphone there is no stutter and the lisp is imperceptible. Even I, who know it exists, cannot detect it, for there a miracle of will power somehow triumphs over Nature's limitations.

Mr. Churchill has built his oratory on the surest of all foundations, a superb command of the English language. How he acquired it is a curious story and one that Mr. Churchill loves to tell himself.

"At 13," he enjoys reminding his hearers, "I passed into the bottom of the bottom form of Harrow and remained there for a year. This gave me a splendid advantage over the brighter boys. You see, while the others were learning Latin and Greek, we dunces were taught only English. So I really got a good grasp of English construction, which is a very fine thing to know."

I can see him now, pacing slowly up and down the room, his hands clasped behind his back, his shoulders hunched, his head sunk forward in deep thought, slowly and haltingly dictating the beginning of a speech or an article. I wait, my pencil poised in mid-air, as he whispers phrases to himself, carefully weighing each word and striving to make his thoughts balance. Nothing may be put down until it has been tested aloud and found satisfactory. A happy choice brings a glint of triumph to his eyes; a poor one is instantly discarded. He will continue the search until every detail—of sound, rhythm and harmony—is to his liking. Sometimes there are long halts, during which he patiently sounds out a phrase a dozen times, this way and that, making the cigar in his hand serve as a baton to punctuate the rhythm of his words.

It is as a writer that Churchill has earned his living. His father left him with a taste for the best of everything and only a small fortune with which to gratify it. Fortunately his books, though he has seldom written on popular subjects, have sold amazingly well, well enough to have brought him in, together with his journalistic earnings, an income of about \$100,000 a year.

Painting seemed to me to be Winston Churchill's favorite form of relaxation. Wherever he goes he carries a portable painting easel with him as other men carry a set of golf clubs. I once asked Sergeant Thompson how it was that Mr. Churchill had taken up this hobby.

"Well, Miss," he said, "it was after that shocking business at Gallipoli. Mr. Churchill was very hard hit. The papers, you know, were pretty nasty about it. Any other man would have gone off the deep end. But not Mr. Churchill, Miss. He's one not to cry over spilt milk. You simply can't down him. He just looks around for something new to turn his hand to. So one fine day he started painting."

I believe that Mr. Churchill has an exceptionally keen visual sense. He takes an artist's delight in beauty of line and color. When he sees a beautiful woman, his face lights up with pleasure and admiration.

In his youth, his daughter Diana once told me mischievously, her father had "a crush" on Ethel Barrymore who was then the toast of London. "Papa besieged her with flowers and notes," Diana said, "and every night he used to go to Claridge's for supper where she always went after her performance. But I'm afraid he never got very far. You see, Papa was rather shy in those days and Miss Barrymore always had heaps of admirers around her."

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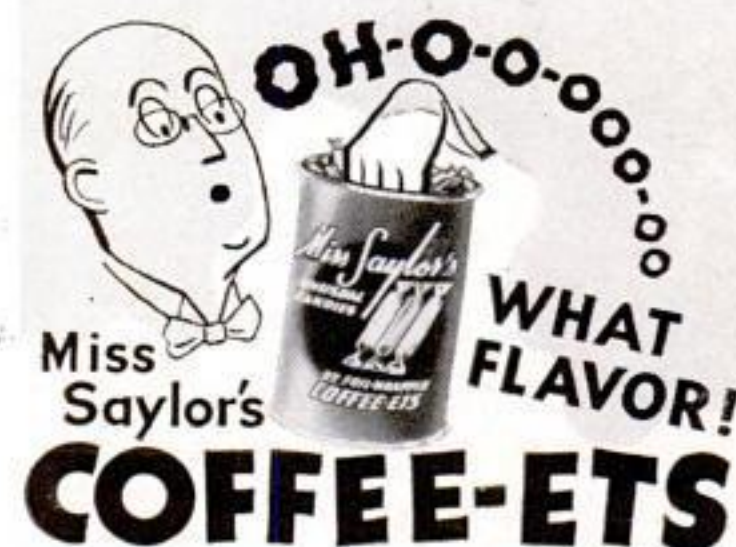


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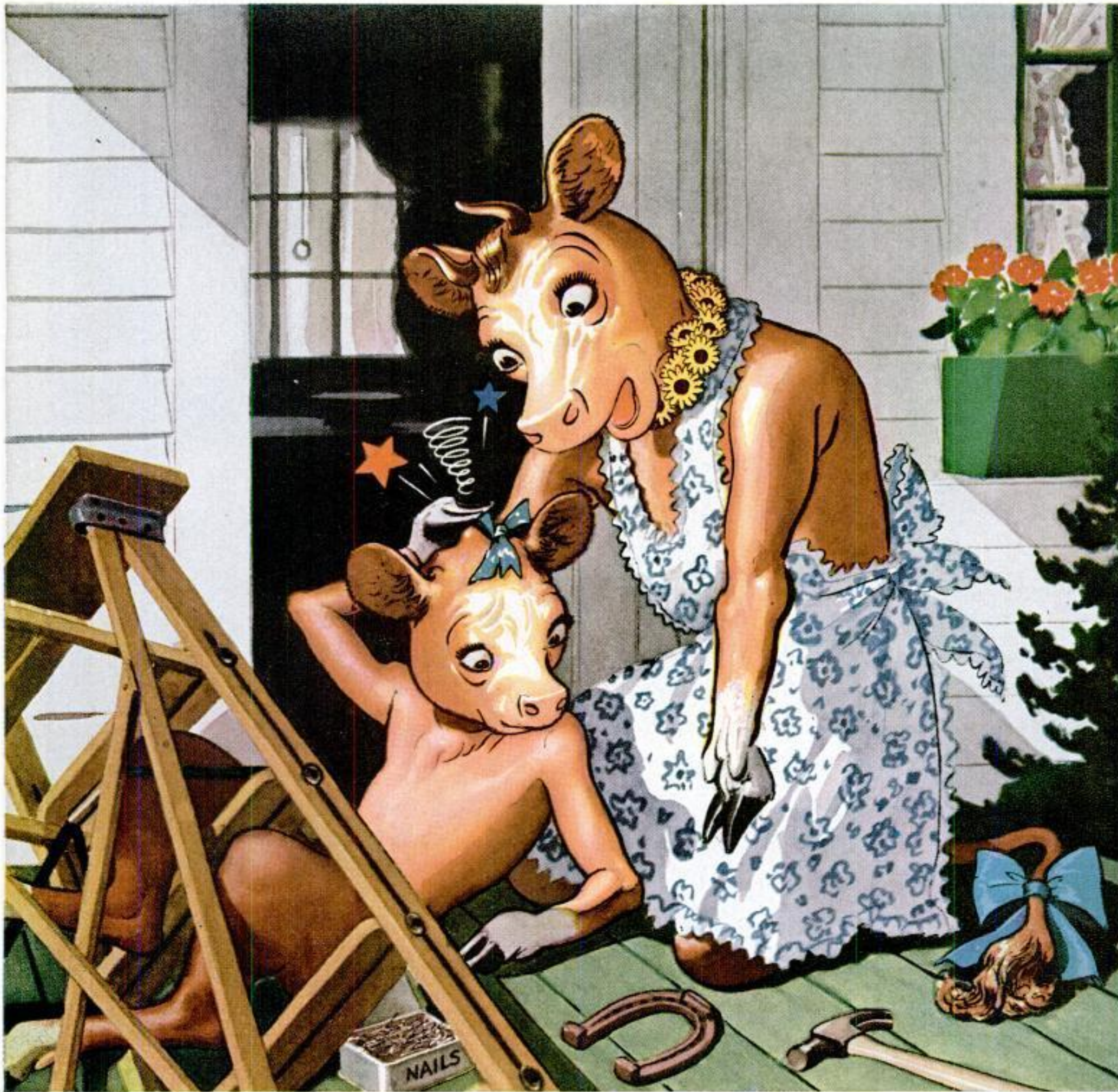


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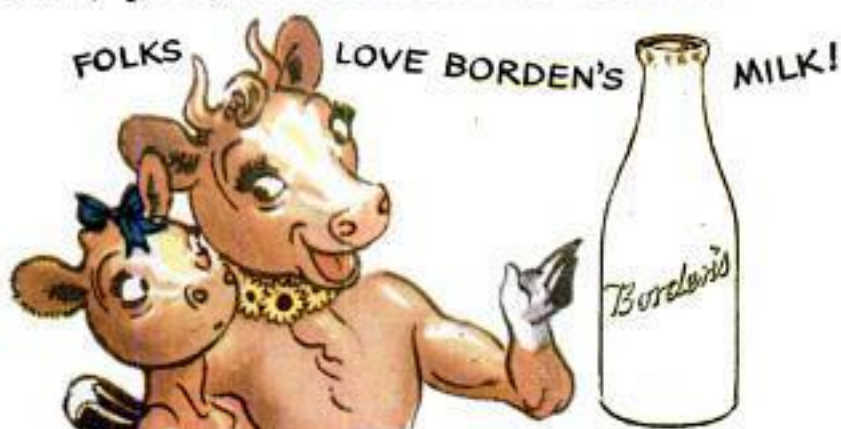
CONTINUED ON PAGE 85



"Haven't I told you never to trust a horse?" snapped Elsie

BUT HE TOLD ME that hanging up his shoe would make me *lucky*, mama," wailed Beulah, rubbing the rising bump on her little head.

"Darling," comforted Elsie, the Borden Cow, "no baby of *mine* needs any old horseshoes. How could you be luckier than to have Borden experts watching over your health from the minute you were born? How could you be luckier than to know that when you grow up a brilliant career is waiting for you—producing wonderfully pure, wholesome *Borden's Milk*?"



"I could be luckier than to get bumps on my head before I grow up," sniffed Beulah, nevertheless listening.

"Your head is quite likely to swell in a different way," chuckled Elsie, "when you realize how many grand foods will depend on the milk you produce. *Borden's Eagle Brand Sweetened Condensed Milk*, for instance, helps to make some of the best-loved cake frostings and cookies and candies in the land—because Borden is always taking such tip-top care of lucky cows like us."

It pleased Beulah to be referred to as a cow at so

tender an age. "I think I may like that, mama," she said. "It's so tiresome being just a baby."



"Oh, some babies I know do very well," smiled Elsie. "Particularly those heaps of thriving babies whose doctors approve *Borden's Irradiated Evaporated Milk* for their feeding. It's so digestible and rich in Vitamin D, you know. And that's not all—it helps the



rest of the family to enjoy the loveliest cream soups and mashed potatoes, too."

"Goodness," Beulah asked eagerly, "and will everybody know that *I'm* helping to bring them all those nice things?"

"Yes, and they'll know that about lots of *other* nice things, besides," Elsie assured the little calf. "Why, take cheese alone. There's a score of *Borden's Fine Cheeses* folks are going to be grateful to you for. One great



favorite is *Borden's Liederkranz*—the creamy, golden-crusted dessert cheese that's as truly American-born as corn on the cob."

"Gee, I must have lots to learn, if I've got to make so many wonderful foods," said Beulah, a bit worried.

"All you'll have to do," Elsie assured her, "is keep turning out the finest milk and cream there is—and Borden will see that they get made into treats like smooth, luscious *Borden's Ice Cream*."



"Ice cream!" exclaimed the excited youngster. "What fun to be in on the making of a *special* treat like ice cream!"

"Yes," agreed Elsie, "but good things like that aren't only *treats*. For instance, although *Borden's Malted Milk* is just dandy *fun to drink*, it's also so wholesome that it's a regular, helpful part of the lives of the sturdy little Dionne Quintuplets. Its goodness is due to the

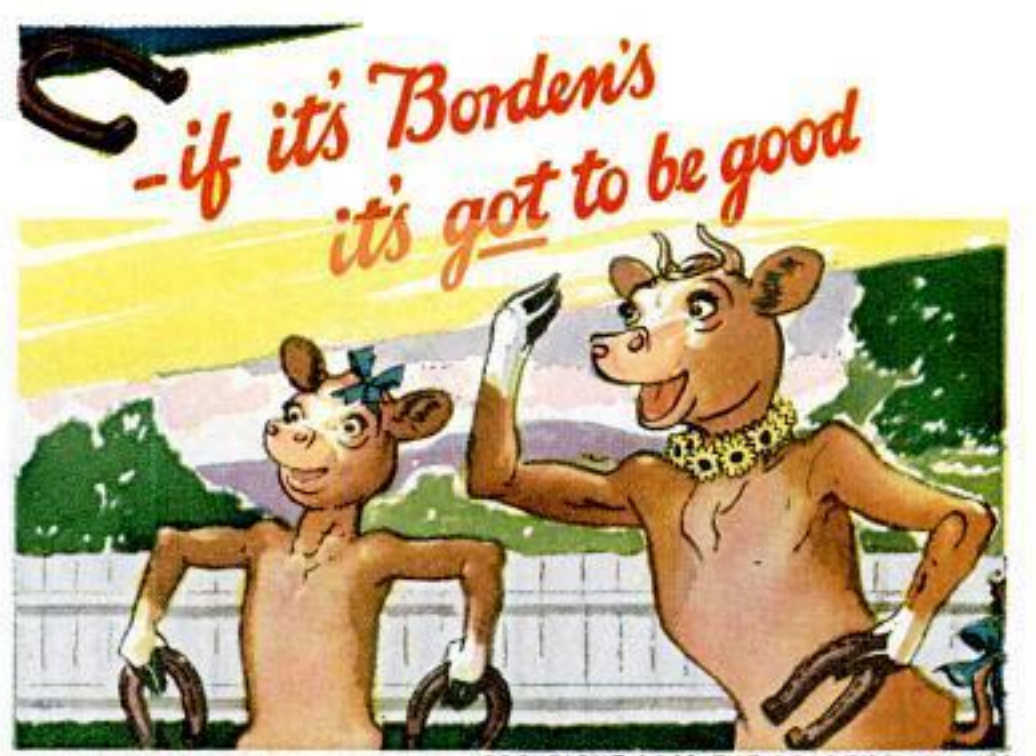


Borden skill and care that make *all* our family's products so fine. And that's what's teaching so many folks a little phrase which means mighty good luck in every home that knows it."

"Am I old enough yet to know it, too, mama?" begged little Beulah.

"Of course you are, my dear," beamed Elsie. "Just listen: *if it's Borden's, it's GOT to be good!*"

To bring you the best of dairy products, more than 100,000 dairy farms provide milk for Borden . . . and to guard the goodness of all Borden foods and deliver them to your home, more than 27,500 employees work in partnership with 47,000 Borden owner-stockholders.



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fine things of life!



RYE OR BOURBON

To be sure of the finest whiskey always remember
P.M....Two letters that made a great name for themselves

Churchill (continued)

On one occasion when Mr. Churchill was passing through Washington, Miss Barrymore happened to be playing in that city. She must have been touched to receive from Mr. Churchill a box of flowers and a note reminding her of a young admirer who used to sup alone in Claridge's in the glittering days of Edward VII's London.

Though Mr. Churchill has always been a connoisseur of feminine beauty and elegance, I gathered that he has a low opinion of feminine intellect and derives little enjoyment from conversation with women. This is not surprising in a man who was the sworn enemy of woman suffrage and has vehemently expressed his firm conviction that a woman's place is in the home.

The omnipresence of American women secretly distressed Mr. Churchill immensely. He once remarked to me that the American scene was "too cluttered up with women." They are everywhere. They control 80% of the country's wealth. They wield enormous power—and they bully their husbands. "The funny thing is," he added, "that American men seem to like it. They just can't live without women all around them."

His memory is encyclopedic and manifests itself in the oddest ways. I was amused to discover that he knows by heart the words of almost every English musical-comedy favorite of the past 20 years. He loved to sing them in his booming baritone accompanied by Diana's shrill falsetto. I reminded him once that on a certain night during the General Strike I had sat directly behind him and Mrs. Churchill in the stalls of a London theater. Immediately his eyes brightened, his whole face lit up. "I remember," he said excitedly, "I remember perfectly. It was the American play *Lady Be Good*, with the Astaires. An excellent show." And he gaily broke into one of its hit songs and followed it up with others.

Carried away by an American bathroom

When in America he was constantly carried away by schoolboy enthusiasms for all the modern American improvements that contributed to comfortable living. Upon arriving at the hotel on a visit to Cincinnati, the Churchills were assigned to the Presidential suite which the management had thoughtfully filled with huge baskets of flowers.

Mr. Churchill was quite enchanted. "It's gorgeous. It's magnificent. It's s-s-splendid," he stuttered. The manager, beaming with pride, proceeded to lead the way from room to room explaining all the modern innovations. Mr. Churchill, as happy as a small child in a toy shop, cantered behind commenting enthusiastically on the arrangement of the rooms, the furnishings and the lighting fixtures. When he reached the master bathroom Mr. Churchill, quite carried away by the effect of the colored fixtures, darted to the nearest telephone and asked to be put through to London.

"I'm calling the designer who's remodeling my country house at Chartwell," he explained. "I want him to suspend operations on the bathroom until I reach home. I'd like to have this copied."

"Operator, operator," he growled impatiently, looking anxiously at his watch. "Hurry that London call through, please. It's terribly urgent."

Then: "Hello. This is Mr. Churchill speaking. . . I'm quite well, thank you. Listen carefully, please. I want you to suspend operations on the bathroom until I get back. I've seen something here that is most unusual in bathroom decoration and I want to work out some ideas it has given me for our new bath. I can't tell you or write you, so please do nothing until my return. That's it. Nothing until my return."

The conversation finished, Churchill heaved a great sigh of relief. He put down the receiver as delighted as if he had averted a major world crisis.



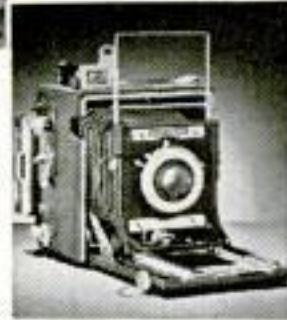
"You make us look just alike," wrote Churchill to David Low in a complaint against Low cartoons of himself and Lord Hailsham, onetime Lord Chancellor. In a 1928 cartoon (above) Low poked fun at Hog Fanciers Churchill (left), Hailsham (center) and Home Secretary Sir W. Joynson-Hicks for carrying on affairs of state in a rural pigsty.

This Early Bird Got the Worm . . .
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ROW UPON ROW, THE 6,470 MOUNTED MEN OF THE FIRST CAVALRY DIVISION LINE UP IN REVIEW FORMATION ON THE FLAT DUSTY PARADE GROUND AT FORT BLISS, EL PASO.

THE CAVALRY

NOW MEN ON HORSEBACK TEAM UP WITH MACHINES

Ever since Nazi Germany's machines of war battered their way through Poland, Holland, Belgium and France, popular opinion in the U. S. has looked down a long nose at cavalry. In an age of 25-ton tanks, warfare on horseback seemed hopelessly antiquated. Nevertheless the U. S. Army is just completing formation of a full cavalry division, 11,600 strong, at Fort Bliss, Texas. The First Cavalry Division has been teamed up with supporting units of fighting machines—trucks, armored cars, bantams, trailers to carry horses and even light tanks—which enormously increase its range of effective operation.

Simple reason for the Army's continuing interest in cavalry is that it doesn't know when, where or how it is going to have to fight this war. If, like the Germans in France, it could be guaranteed networks of good roads, an ample fuel supply, gentle familiar terrain and consistent air superiority—then the Army might be able to get along without cavalry. Chances are, however, that U. S. defense may first be challenged on far from ideal terrain—perhaps by an enemy landing in western Mexico or along the hot coast of Brazil. In such an event the U. S. cavalry mount, swift sturdy sure-footed offspring of a farm-horse dam and a thoroughbred sire, may be expected again to prove its military worth.

The important thing to remember about the cavalryman is that he gets around on horseback but usually fights dismounted. The last famous (and historically unsuccessful) mounted charge was that of the Light Brigade at Balaklava, in the Crimea, in 1854. Unlike road-bound trucks and cars, cavalry is at its best fighting over the worst terrain—hills, rocks, trees or desert. On such ground, supported by its own artillery and armored units, and with an even break in the air, the First Cavalry Division based at Fort Bliss could lick its weight in enemy tanks.



WITH PISTOLS RAISED, MACHINE GUNNERS PARADE BY AT A WALK. PACK HORSES



TEXAS. IN THE FOREGROUND IS 7TH CAVALRY REGIMENT, COMMANDED BY CUSTER AT LITTLE BIG HORN. BEHIND, IN ORDER, ARE THE 8TH, 5TH AND 12TH REGIMENTS



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COMMANDER OF THE FIRST CAVALRY DIVISION IS STALWART MAJOR GENERAL INNIS PARMER SWIFT



ALERT: SADDLES IN THE CORRAL

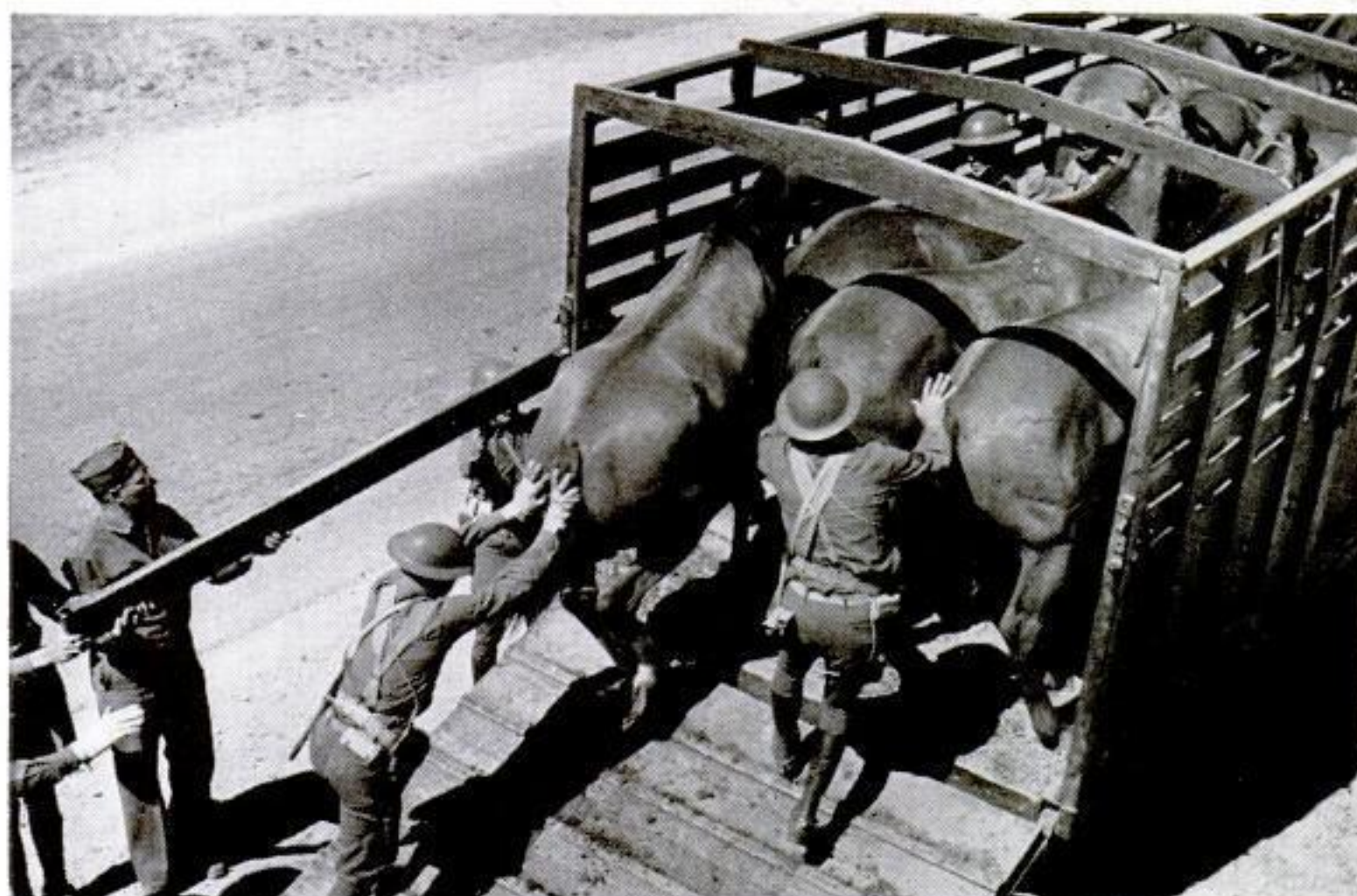


Equipped for battle, a cavalry rifle platoon rushes to stable in a full-dress alert. Their horses wait at picket line inside the corral. First step is for the men to get saddles out of the saddle room.



Troopers fix packs on their saddles on the corral fence. Bridles hang on fence post and rifle scabbard on top rail at right. Straps and gadgets involved are many but each has its place.

PORTEES: TRUCKS IN THE DESERT



Loading horses into big cavalry trailers (also called portées) requires nerve and experience. Last of eight horses shoved in usually acts up, but with practice job can be done in four minutes.



Long line of portées sets out on a battle mission, eight men and eight horses per truck. One man in the squad is detailed to ride with horses to calm them. Other soldiers stand in front.

ACCIDENT: FALLS IN THE SMOKE



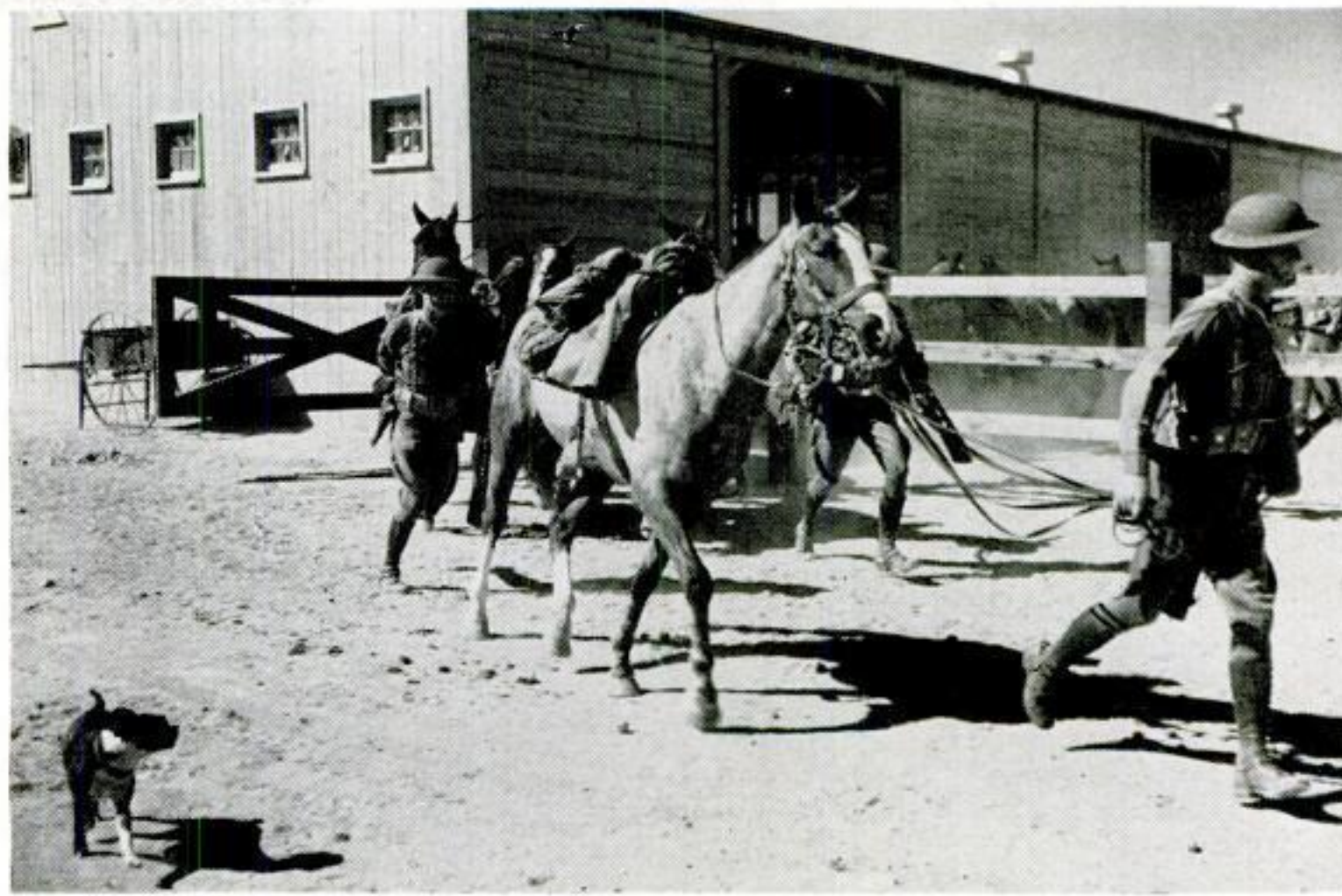
Gas masks protect horse and rider as troop goes into position through screen of chemical smoke. Horses dislike smoke but do not fear it, give muffled whinnies through masks and keep going.



Fallen cavalryman was thrown off his horse in the smoke, suffered broken bones. Cavalrymen have to be tough. Unless injuries are serious, best cure for a fall is to ride again quick.



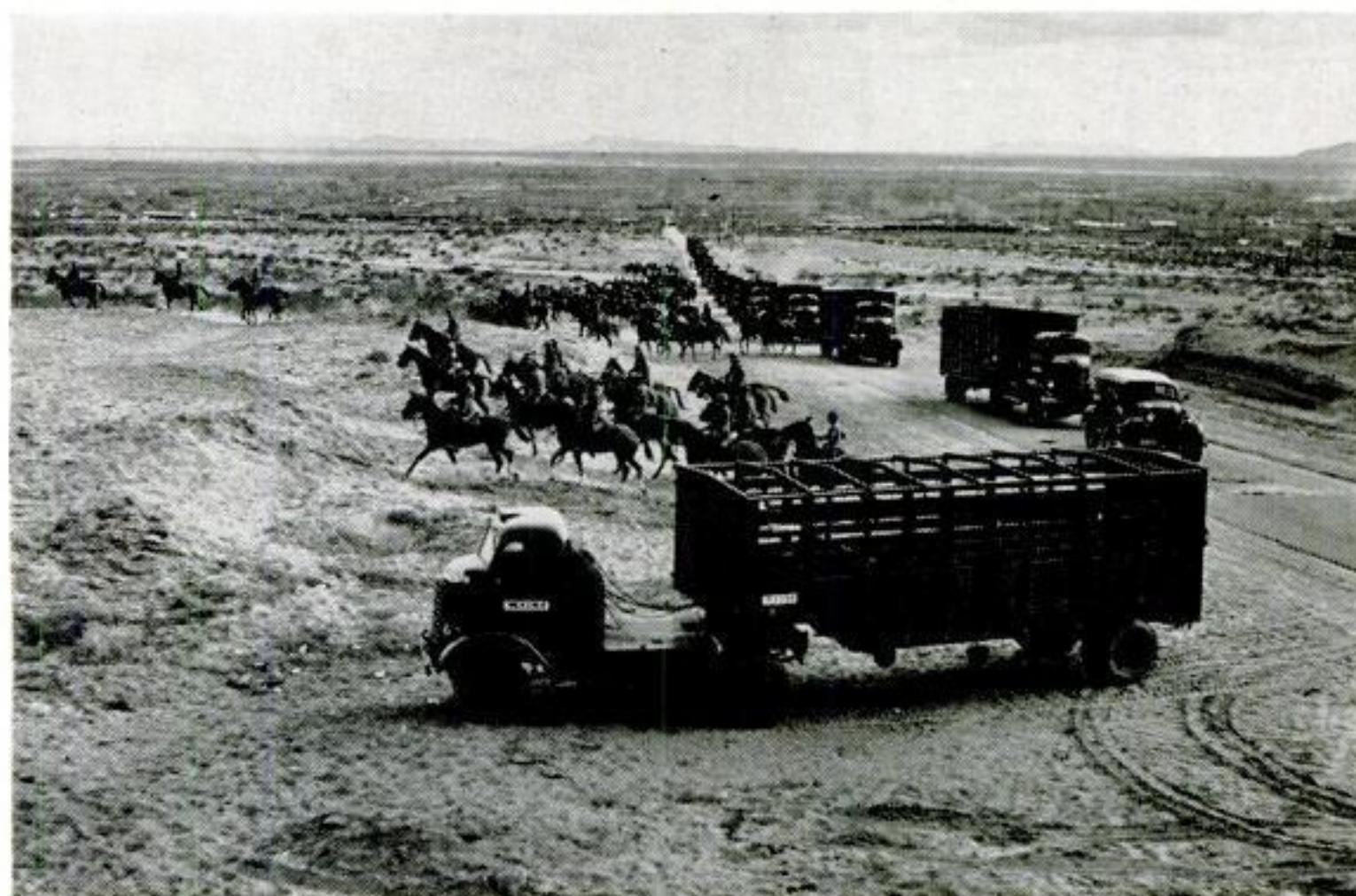
Two-man teams work together in saddling. From barracks to finished formation takes 15 minutes for veterans, much longer for recruits. Bridle and bridoon are in heap on ground.



All saddled, horses are led at double time out of corral to formation. Platoon's little Boston terrier, Agnes, has followed her charges all the way through. Platoon will now ride to action.



Halting at roadside, cavalry trailers disgorge troops to saddle in preparation for surprise attack across desert country. Trucks will retire from action, meet men again if needed.



Off to an attack gallop the mounted men. Use of modern motor transport gives the cavalry tremendous long-distance mobility, takes men and horses to terrain which favors cavalry tactics.



Field ambulance arrives to take Private Blodgett to post hospital. Although most veteran troopers have had numerous spills, few would willingly shift to another branch of service.



A lost pack horse is led back out of the smoke after maneuver as a corporal on the left gives instructions. The coarse desert sand is pitted with cavalry hoofmarks for miles around Fort Bliss.



CAVALRY RECONNAISSANCE MISSION SWINGS SWIFTLY INTO ACTION UNDER STRONG COVERING FIRE FROM ARMORED SCOUT CARS, DISMOUNTED ANTI-TANK AND MACHINE GUNS

IT RIDES TO ACTION BUT FIGHTS ON FOOT

Modern cavalry tactics had their origin in the Civil War in the genius of the Confederate general, Nathan Bedford Forrest, who realized that the cavalry charge against overwhelming firepower was suicidal. Using horses for rapid transportation but fighting mainly on foot, Forrest's tactics confounded the Federal troops and revolutionized theory in all

armies of the world. (Union General John Buford's dismounted delaying action based on this same theory played an important part in the Union victory at Gettysburg.) Success of this strategy led to today's definition of cavalry: a means of swift sure transport of firepower to a point where it can fight dismounted.

To get these pictures of U. S. cavalry in action,

HORSE SPILLS RIDER IN BREAKNECK RUN OVER DESERT RIMROCK. THESE MEN ARE PART OF ADVANCE FORCE, WILL GAIN CONTACT WITH ENEMY AND HOLD FOR MAIN ATTACK





CAMOUFLAGED 75-MM. HOWITZER CAISSONS ROLL UP ALKALI RIDGE BEHIND GALLOPING TEAMS. HORSE ARTILLERY, INTEGRAL PART OF DIVISION, HAS MOUNTED CANNONEERS

LIFE Photographer Robert Landry spent a week on special maneuvers in the west Texas desert near the Rio Grande with units of the First Cavalry Division from Fort Bliss. They show how cavalry gets around, how it rides and fights, give some idea of its strength.

A modern cavalry division packs tremendous punch. Its base is four horse regiments, each com-

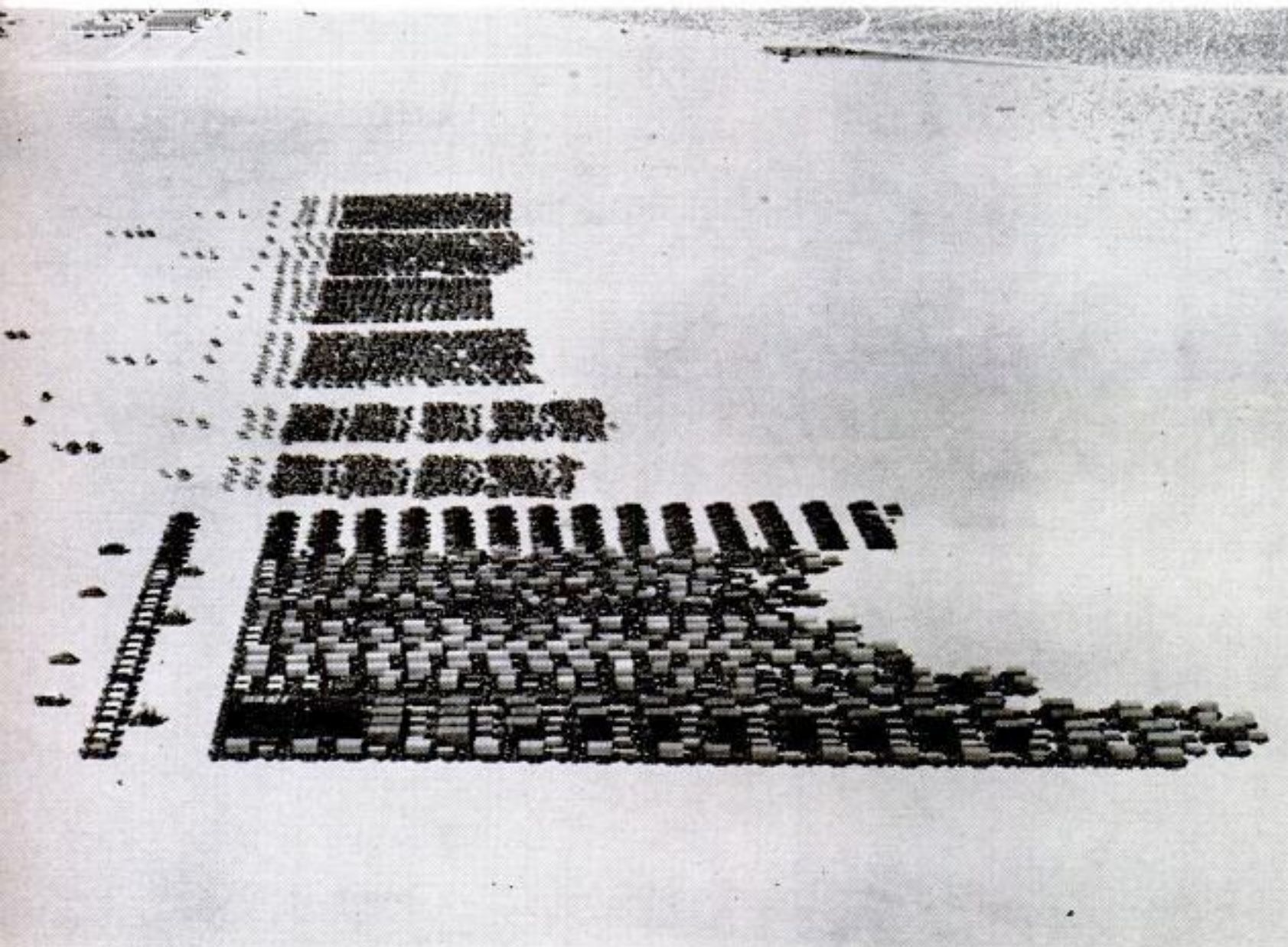
posed of six rifle troops, one machine-gun, one special-weapons and one headquarters troop. Each brigade (two regiments) also has another special troop of 37-mm. anti-tank guns and 81-mm. mortars. Attached to the division are strong mechanized and motorized units (*see p. 92*).

Horses and vehicles pull or carry the following

mobile arsenal: 700 .30-cal. machine guns; 265 .50-cal. machine guns; 500 sub-machine guns; 67 37-mm. anti-tank guns; 28 81-mm. mortars; 24 75-mm. howitzers; 4,600 semi-automatic rifles; 10,400 automatic pistols. As soon as they are produced, they will also have a dozen 105-mm. howitzers. The 9,000 horses at Fort Bliss eat 207,000 lb. of hay and grain a day.

.50-CAL. MACHINE GUN UNIT, ITS HORSES SHELTERED IN HOLLOW, OPENS FIRE ON THE ENEMY FROM COVER OF LOW-LYING HILL. DISMOUNTED, THEY FIGHT LIKE INFANTRY





Seen from the air, First Cavalry Division's array of mechanized strength looms large in foreground. Besides combat units, quartermaster, medical corps and engineers all ride on wheels.

MECHANIZED UNITS GIVE IT MOBILITY

Many a prestige-proud cavalryman would rather turn in his stripes, bars or stars than trade his saddle for a seat in any vehicle. The fact remains, however, that support of mechanized units—tanks, trucks, bantams, scout cars and portées—gives modern U. S. cavalry tremendous advantages in mobility, range and strength. Mechanized troops, called “cushion pounders” by horse cavalrymen, are integrated under the central command of the division in today's cavalry setup. Together, horse and vehicle make a tough combination in the field.

At war strength, which it has now very nearly attained, the First Cavalry Division will have 145 armored reconnaissance cars, 680 trucks of all kinds, and 370 motorcycles. It also has a number of huge trailer-truck combinations which carry a full squad of eight men and eight horses each, and enough more are forthcoming to move a whole regiment of cavalry at once. An experimental unit of the amazingly versatile little four-man bantams is now serving with the division, will probably be expanded as production increases. Thirteen light tanks are scheduled for immediate delivery.



Armored cars and big trucks carry the engineers attached to the First Cavalry Division. They have charge of roads, bridges, fortifications, camps, trenches, mining and sanitary facilities.



Scout cars are invaluable help in modern cavalry operations. For reconnaissance duty they carry anti-tank and anti-aircraft guns, a send-receive radio, also serve as troop carriers.



Bantam cars, tiny but tough, are the most serious rival of the horse, far more efficient than motorcycles. Powered by oversized motors, they have four-wheel drive and four-wheel steer.



Bantam is manhandled uphill. Carrying four riflemen and bristling with armament, bantam has “Tommy” and .30-cal. machine guns, hand grenades, smoke candles, 150 ft. of strong rope.

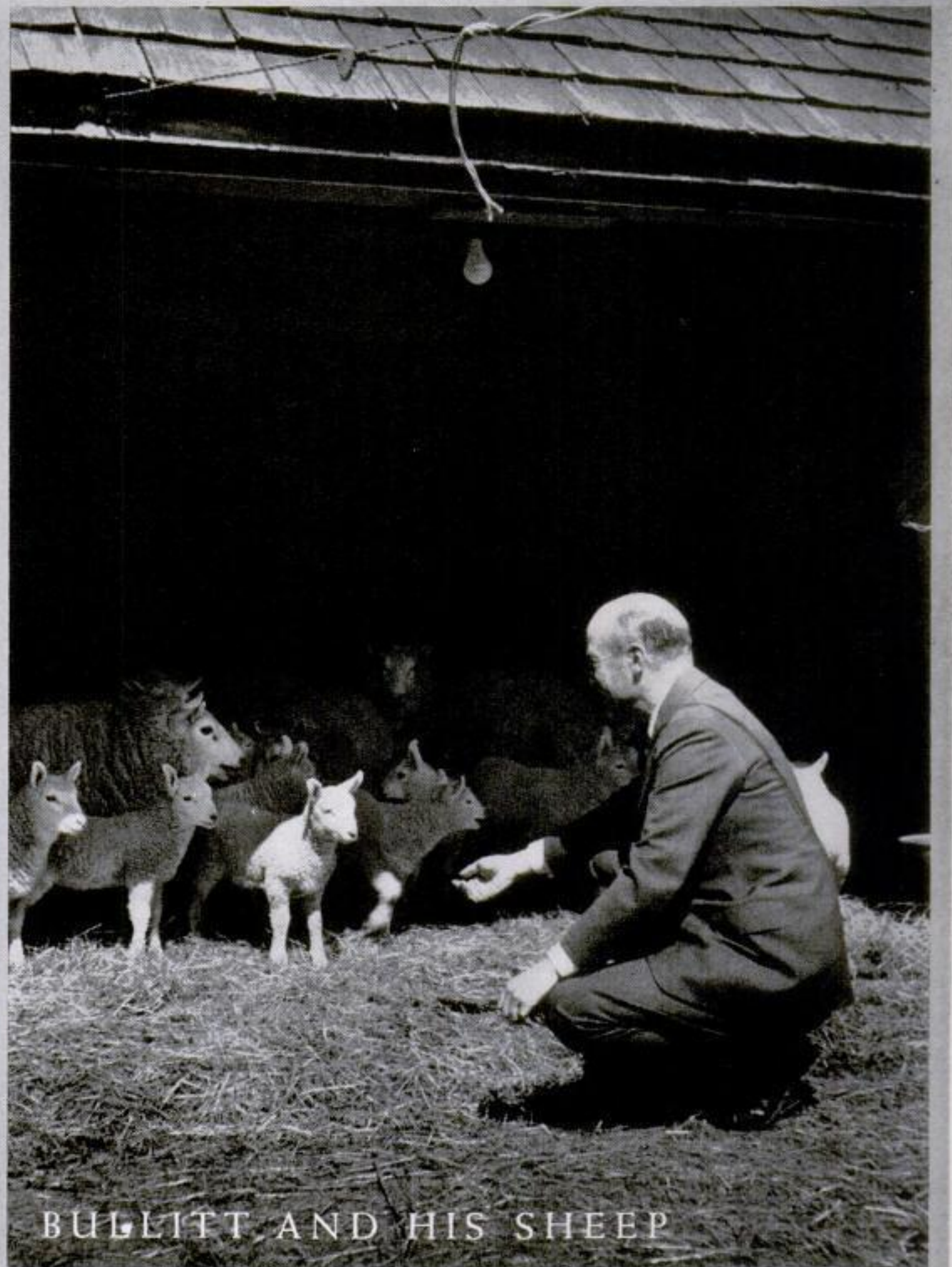


CAVALRY CORPORAL

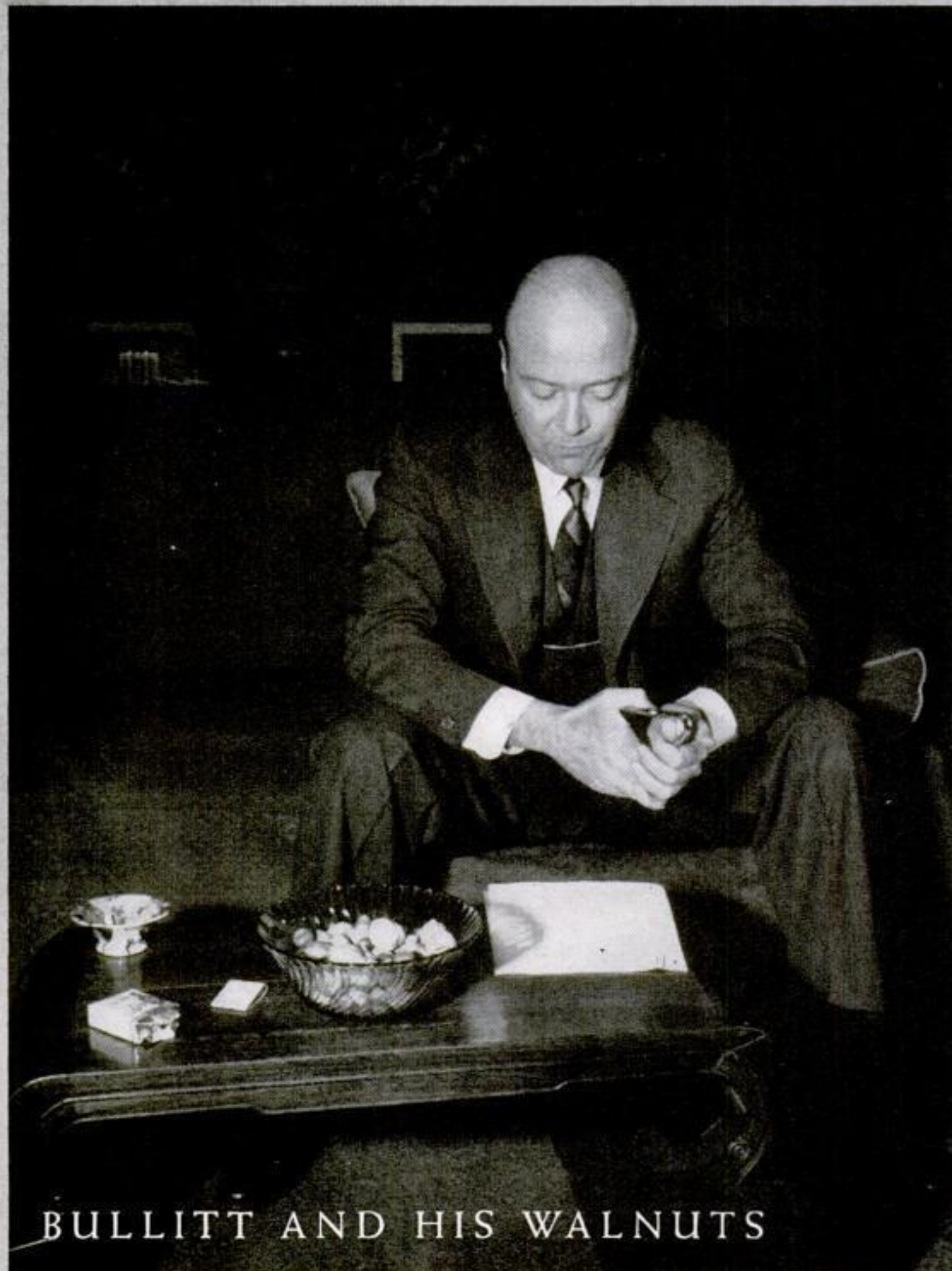
CORPORAL BUTLER, MACHINE GUNNER OF THE 8TH CAVALRY REGIMENT, WEARS REGULATION STEEL HELMET, PISTOL BELT UNDER AMMUNITION BELT WITH POUCH, GAS MASK IN CASE. NEXT TO GAS MASK HANGS MACHETE IN SCABBARD, FOR CUTTING DESERT BRUSH TO CAMOUFLAGE MACHINE GUN. HIS .45 COLT AUTOMATIC IS FASTENED TO LANYARD AROUND WAIST. BOTTOM OF HOLSTER IS TIED TO THIGH WITH LEATHER THONG. HE WEARS REGULATION LACED BOOTS AND PIGSKIN GLOVES



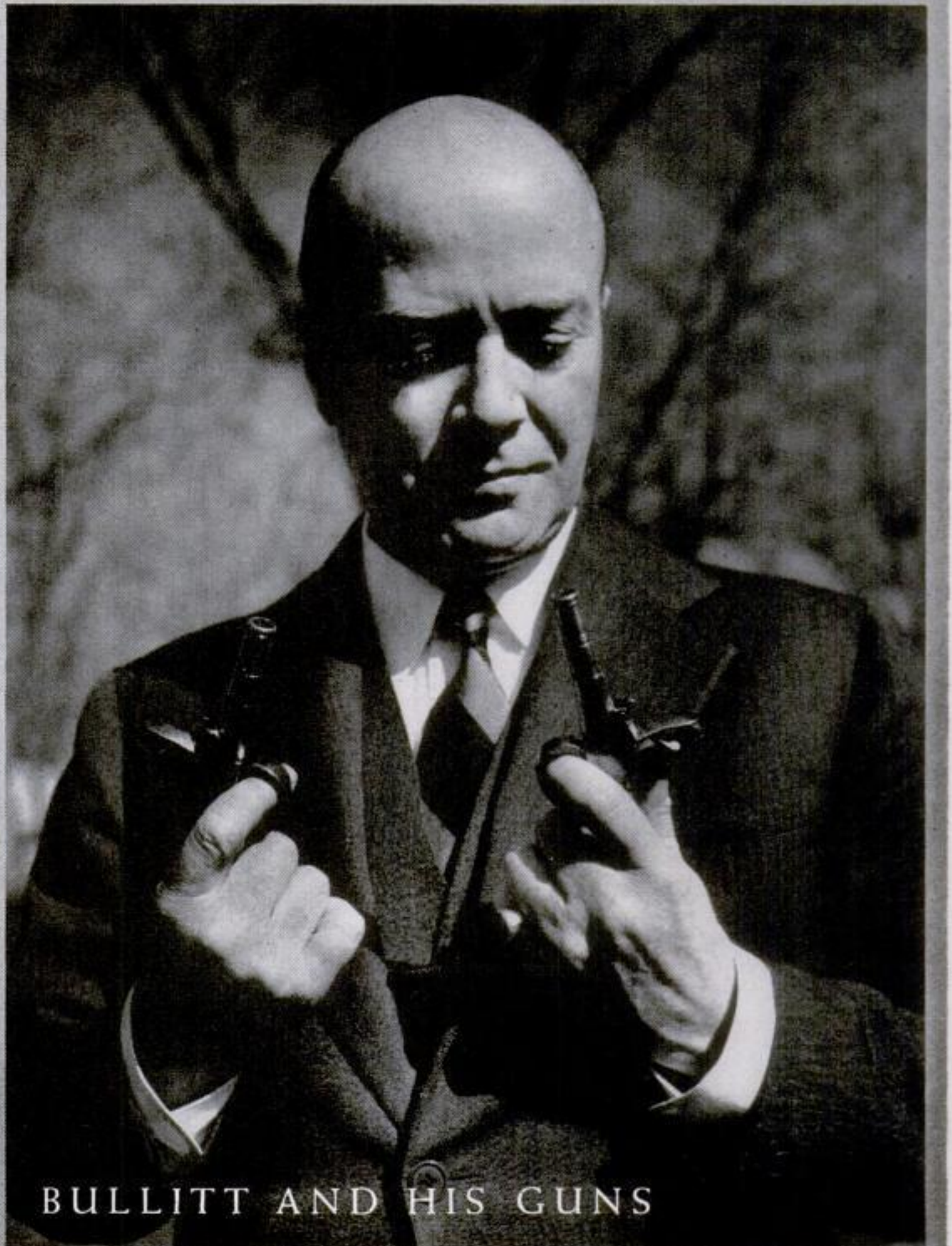
BULLITT AND HIS DOGS



BULLITT AND HIS SHEEP



BULLITT AND HIS WALNUTS



BULLITT AND HIS GUNS

WHAT NEXT?

Our ex-Ambassador to France says America must work harder and take greater risks to stop Hitler from conquering the world

BY WILLIAM C. BULLITT

A great Roman Emperor, Marcus Aurelius—who desired peace and all his life had to fight wars—meditating on the life of an individual in a time of world disorder, wrote: "He that knows not what the world is, knows not where he is himself."

Like Marcus Aurelius, an American in this day of world disorder can know where he is himself only if he knows what the world is. The life of every one of us is being changed and will be changed by events in Europe, Asia and Africa. Hard as it is to understand and to interpret the thousands of facts brought to us each day by the press and the radio, we are obliged to compel ourselves to understand them for the guidance of our own lives—and also for the guidance of our Government.

We, the people of the U. S., are the masters of our Government. It exists by our will and for our benefit. It is our Government as truly as our hands are our hands. Our wishes are its wishes. Our energy is its energy. It cannot act wisely unless we think wisely. Unless we, as a people, understand what the world is, so that we know where we stand as a nation, our Government cannot act for us effectively and in time. It is up to us to see to it that the rendezvous with destiny which has been forced upon America by the totalitarian dictators does not turn out to be a blind date with death.

We are determined to preserve our independence and our Government "of the people, by the people, for the people"—by peaceful means if possible, by armed force if necessary.

What threatens our independence and our democracy? Germany, Italy and Japan are leagued against us by the agreement they signed in Berlin on Sept. 27, 1940.

Do they really intend to conquer us?

Germany does. The aim of the Nazis is to establish the rule of a German master race over a world of slaves. We are a part of that world and among those intended slaves.

Italy is controlled by Germany. Mussolini entered the war as Hitler's accomplice but he is now Hitler's servant. A net of German troops and secret police has been spread over the Italian peninsula. The independence that the people of Italy won under the leadership of Mazzini, Garibaldi and Cavour has been sacrificed by Mussolini to Hitler. Italy has become a larger Rumania which will do what Hitler wants and permits.

Japan has begun to carry out her plan to conquer and control all China and also Australasia and Eurasia. She wants the American Navy to cease to exist. She does not want to attack us—yet. But if she sees a chance to eliminate our Fleet from the Pacific by joining Germany in making war on us under favorable conditions, she will do so.

Hitler has become the embodiment of danger to us. He has made himself that by his own words and acts. The Nazis alone of all potential aggressors against us aim to establish their tyranny over the entire earth. Germany alone of all the totalitarian states has

strength enough to turn such a threat into a dark reality. Hitler himself is a leader of consummate guile, a master manipulator of brute force—a genius of evil—who by disregarding every principle of honor, decency and mercy, and employing propaganda, lies and promises made and never kept, has befuddled one democracy after another and made each one easy prey for his army and air force. So long as Hitler remains a conqueror, force and force alone will rule the world. He will not stop. He can only be stopped. Until he is stopped, he will be a threat to the home, the life and the liberty of every American—of every freeman everywhere.

In addition to the strength of Germany, Hitler controls the natural resources and manufacturing power of Austria, Czechoslovakia, Poland, Norway, Denmark, the Netherlands, Belgium, Northern and Western France, Hungary, Rumania and Bulgaria.

His army and his air force in Rumania on the Bessarabian frontier of the Soviet Union are so superior in quality to the Soviet forces that Hitler can, if he chooses, invade the Ukraine from which the Soviet Union gets its wheat, or destroy the oil wells and pipe lines at the eastern end of the Black Sea from which the Soviet Union gets its oil. As a result, the Soviet dictator, quaking in his Kremlin, hoping that the war will end not in peace without victory but in chaos without victory so that he may rule fields of dead, is supplying to Hitler wheat, oil, manganese, timber and other commodities that the Nazis need for their war against the democracies. The Soviet Union is an economic arsenal for dictatorship.

The area from which Hitler can draw supplies, therefore, extends now from Spain to the Pacific. In consequence, the British blockade of Germany, which was so effective a weapon against the Kaiser, is annoying to Hitler but far from fatal.

We in the U. S. have not been attacked by Hitler and his allies—for one reason and one only: they have not been able to get at us. The British have held the Germans and Italians on the other side of the Atlantic and the Chinese have put up so heroic a fight against the Japanese that Japan hesitates to take on a naval war with us in addition to her land war in China.

If Great Britain should be conquered, we would be in danger of immediate attack. Hitler would control all Europe, including Ireland and Iceland, and all Africa as well. Japan would seize Singapore, Siam, the Dutch East Indies, Burma and India. The Chinese armies would be cut off from the supplies that now reach them by way of the Burma Road, and we should be cut off from our supplies of rubber and tin.

Europe, Asia and Africa would be organized against us politically, economically and militarily by the totalitarian dictators. Only the Western Hemisphere would remain free—for a moment.

Hitler, in his conquests in Europe, has followed the strategy of encircling, isolating and undermining his intended victims before at-

As America's last Ambassador to the free Republic of France, William C. Bullitt had a unique opportunity to observe the mistakes which led France to her doom. Before that, as Ambassador to Soviet Russia, he had seen the Stalin regime at close range. In both posts Bullitt was on terms of exceptional intimacy with the governments and gained as clear a picture of European statecraft as any living American. Because he has remained a private citizen since he returned to the U. S., he can now speak with a combination of unusual authority and complete freedom. The pictures on the opposite page show Mr. Bullitt at his new home in Penllyn, Pa. The two pistols were a gift from General Washington which Lafayette took home to Paris and which Bullitt brought back last year for safekeeping.

CONTINUED ON NEXT PAGE



Invasion of England is Hitler's great threat, held in reserve for the moment while he attempts to throttle Britain by sinking her supply ships. The defeat of Britain, Mr. Bullitt points out in his article, would give Hitler control of the Atlantic

Ocean and enable him to challenge the entire Western Hemisphere. This drawing shows a German tank, followed by its infantry detachment, coming up the road of an English coastal town. From behind a sandbag barricade, troops are firing

an anti-tank gun and rifles while an English citizen shoots from behind a stone wall in defense of his home. Before this scene could become reality, the Germans would have to make a landing similar to the one shown on the following pages.

tacking with military force. His pact with Poland and his seizure of Austria were the preliminary encircling steps for his invasion of Czechoslovakia. His pact with the Soviet Union was his preliminary encircling step for his invasion of Poland. His seizure of Norway, Denmark, the Netherlands, Belgium, and Northern and Western France were encircling steps to prepare the conquest of Great Britain. If Europe, Asia and Africa should be in his hands and those of his totalitarian allies, he would need to control only a portion of South America in order to complete the encirclement of the U. S.

So long as Great Britain stands and the British Navy controls the Atlantic, while our Fleet watches in the Pacific, totalitarian forces cannot reach the Western Hemisphere. We have a one-ocean navy and shall not have a two-ocean navy until 1946; but, while Great Britain stands, the existence of the British Navy gives us the practical equivalent of a two-ocean navy.

WHAT THE END OF BRITAIN'S NAVY WOULD MEAN

If the British Navy should be eliminated, we would be left with a one-ocean navy for the defense of the coastlines of two oceans. Under those circumstances, we could not protect both the Pacific Coast and the Atlantic Coast of the Western Hemisphere.

The nations of South America cannot protect themselves against attack. Their navies, armies and air forces are small and ill-equipped. Moreover, every competent American observer agrees that if Great Britain should be conquered several of them would not wish to resist totalitarianism, but on the contrary would turn totalitarian and would seek the economic and military co-operation of the dictators.

We could not then use our Navy effectively to prevent a Latin American state lying south of the Equator from setting up a totalitarian government and co-operating with Hitler—even if such a state should invite Hitler to organize an air force ostensibly for it, on its territory. Our Navy would face the Japanese Navy in the Pacific and a Hitler-controlled navy in the Atlantic based on Dakar in Africa which is much closer to the bulge of Brazil than is our Caribbean base at Guantánamo.

There is no road or railroad from the U. S. to South America. Except by sea, our Army cannot get to South America. We could not, therefore, use our Army unless our Navy should be able to open and keep open the long sea lanes to the southern portion of this Hemisphere—and our Navy could not do that. Our air force could not operate effectively against such a totalitarian government in South America because we have neither adequate air bases nor enough military airplanes.

We could no doubt defend effectively the portion of South America which lies north of the Equator—so long as we could keep open the Panama Canal. The experience of cities in England has shown, however, that no form of effective protection against night bombing has yet been devised. And we cannot be sure how long we could prevent the destruction of the locks of the Canal by bombers based either on Latin America or on aircraft carriers. Our only sure defense of this Hemisphere is to keep the dictators at arm's length on the far sides of the Atlantic and Pacific.

If Europe, Asia, Africa and South America as far north as the Equator should be in the hands of the dictators, we would be completely encircled and we would face a terrible struggle for our lives.

Nine-tenths of mankind would be organized against us. The ship-building yards and airplane factories controlled by the dictators would have a capacity of production many times as great as our own capacity.

We should have to organize every phase of life in our country on a military basis. The destruction of our export trade would reduce disastrously the standard of living of every American, rich and poor. Certain sections of our country which are greatly dependent on exports—for example the cotton belt—would be ruined. With a crippled national economy we should have to try to support armaments great enough to enable us to resist all the rest of the world.

We should be subjected to attack by every form of propaganda known to the dictators. Those Americans who are already anticipating the triumph of Hitler and are trying to curry favor with him in the hope they may become American *gauleiters*, would add their voices to those of Hitler and Goebbels in urging us to get out of our misery and make ourselves "safe" by accepting "co-operation" with the totalitarian states—that is to say, subjection to Hitler's will. The Communists—as in France—would work with the Nazis.

How long under those conditions we could preserve our "government of the people, by the people, for the people," and our independence, no man knows. We do know that we should face as a nation sufferings as great as those of Washington's Army at Valley Forge.

These would be the consequences to us if Great Britain should be

CONTINUED ON NEXT PAGE

Memiors OF A RECEPTION GIRL



◀ *Watered Willie*: Soaks his hair to comb it. Seldom gets to see anybody. Ought to know that water robs hair of natural oils, leaves it brittle, wild. Kreml keeps hair softly manageable.



▶ *Goose-Grease Gus*: The masher type. Gets no place fast. Thinks he's irresistible with that greasy mat of hair. Usually has dandruff, too. Kreml greaselessly grooms hair and removes dandruff scales.



◀ *Baldy Bob*: Looks like a has-been with his "has-been hair". Acts apologetic from the moment he removes his hat. Too bad. Too late. Kreml and proper care might've helped him keep his hair.



▶ *Go right in, sir!*: There's no waiting for men who know Kreml. It makes your hair a big business asset. Beneficial oils in this tonic-dressing keep hair lustrous and looking naturally well-groomed.

LET Kreml, every day, keep your hair looking its best — non-greasy, well-groomed.

Remember, Kreml does more for your hair than just give it good looks. Kreml actually checks excessive falling hair, removes dandruff scales, relieves itchy scalp.

Even women say Kreml works wonders with hair — gives it an

enviable sheen — makes it easier to manage, especially after permanents.

Ask for Kreml Hair Tonic at your drugstore and barber shop.

Ask for Kreml Shampoo, too. It has an 80% olive oil base and cleanses your scalp thoroughly, leaves your hair softer, more lustrous, more manageable.

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BRIGGS PIPE MIXTURE CASK-MELLOWED
EXTRA LONG FOR
EXTRA FLAVOR



Landing on the Channel coast of Britain by a German expeditionary force is depicted in this drawing. All the details are based on the best military likelihoods. To protect the landing, the German Air Force has gained full temporary command of the air over this section of the coast and German dive bombers have knocked out all the coastal guns of any size in the immediate area. Troop transports are flying inland, to land on airdromes already captured by parachute troops or to crash-land in fields or roads. Barges with armored turrets have crossed the Channel under the protection of German warships and submarines, which have succeeded in holding

WHAT NEXT? (continued)

conquered. The question of aiding Great Britain, therefore, is not one of sympathy for the British—although we admire their grit—it is a question of saving all that we care about in life, all that we love in our own land. For our own self-preservation, we must do whatever is necessary to prevent Hitler from conquering Great Britain.

The danger of immediate German invasion of Great Britain has diminished greatly since the dark days of the Fall of France, when the British had only a few hundred pieces of artillery for the defense of the whole United Kingdom. The defense forces in the British Isles are now strong and well-equipped. If Hitler should attempt invasion before softening Great Britain's power of resistance, he would risk a smashing defeat. He is, therefore, holding in suspense the dagger-thrust of invasion and trying to throttle Great Britain into hopeless weakness by cutting off the overseas supplies of food, guns, munitions and airplanes without which she cannot maintain her power of resistance. His dagger is ready to strike. His fingers are on Great Britain's throat.

The danger that Great Britain will be throttled by submarine and airplane attacks on merchant ships has increased enormously. To protect convoys of merchant ships, the British have less than one-third the number of destroyers that were at their disposal during the World War. The airplane is now as deadly to merchant shipping as

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(Write for illustrated folder)

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off the British Fleet. Along with an escort vessel and a number of torpedo boats, the German barges have run up on the beach to disgorge men and tanks. The men have cut a path through the barbed-wire defenses and the tanks are coming up a gully which makes a break in the cliff. Since the big guns have been silenced and a British fortress blasted, the only resistance offered is by the anti-aircraft shells still bursting in the air and by a British machine-gun which can be seen spitting fire at the head of the gully in the foreground. This terrible scene may become a reality, Mr. Bullitt points out, unless America can deliver to Britain the food and war supplies necessary for her defense.

is the submarine. The Germans not only have many times the number of planes that the British possess, but even now are producing greater numbers of warplanes each month than Great Britain and the United States combined.

The amount of merchant tonnage the British control is already becoming dangerously low. Cargo after cargo of food, munitions and implements of war on the way to Great Britain reaches no harbor but the Atlantic sea floor. Food rations in Great Britain have had to be cut.

What can we do to keep Great Britain from being throttled?

The popular answer to this question is "convoy to Great Britain." During the World War our convoys were amazingly successful and our Navy could no doubt convoy now with equal success. But a convoy does not mean a few destroyers accompanying a fleet of merchant ships and, by their mere presence, scaring off submarines and airplanes. To convoy means to send and to use destroyers, cruisers, aircraft carriers, planes. It means German planes and submarines firing and our ships and planes firing back.

It means that we should be fighting—although not at war unless Hitler should declare war on us. German and Italian armed forces fought in Spain and in the Mediterranean against the forces of the Spanish Government but neither Germany nor Italy ever was technically at war with Spain. The Japanese and Soviet armies suffered thousands of casualties in clashes in Mongolia, but neither side called the fighting "war." We have, therefore, totalitarian precedent if

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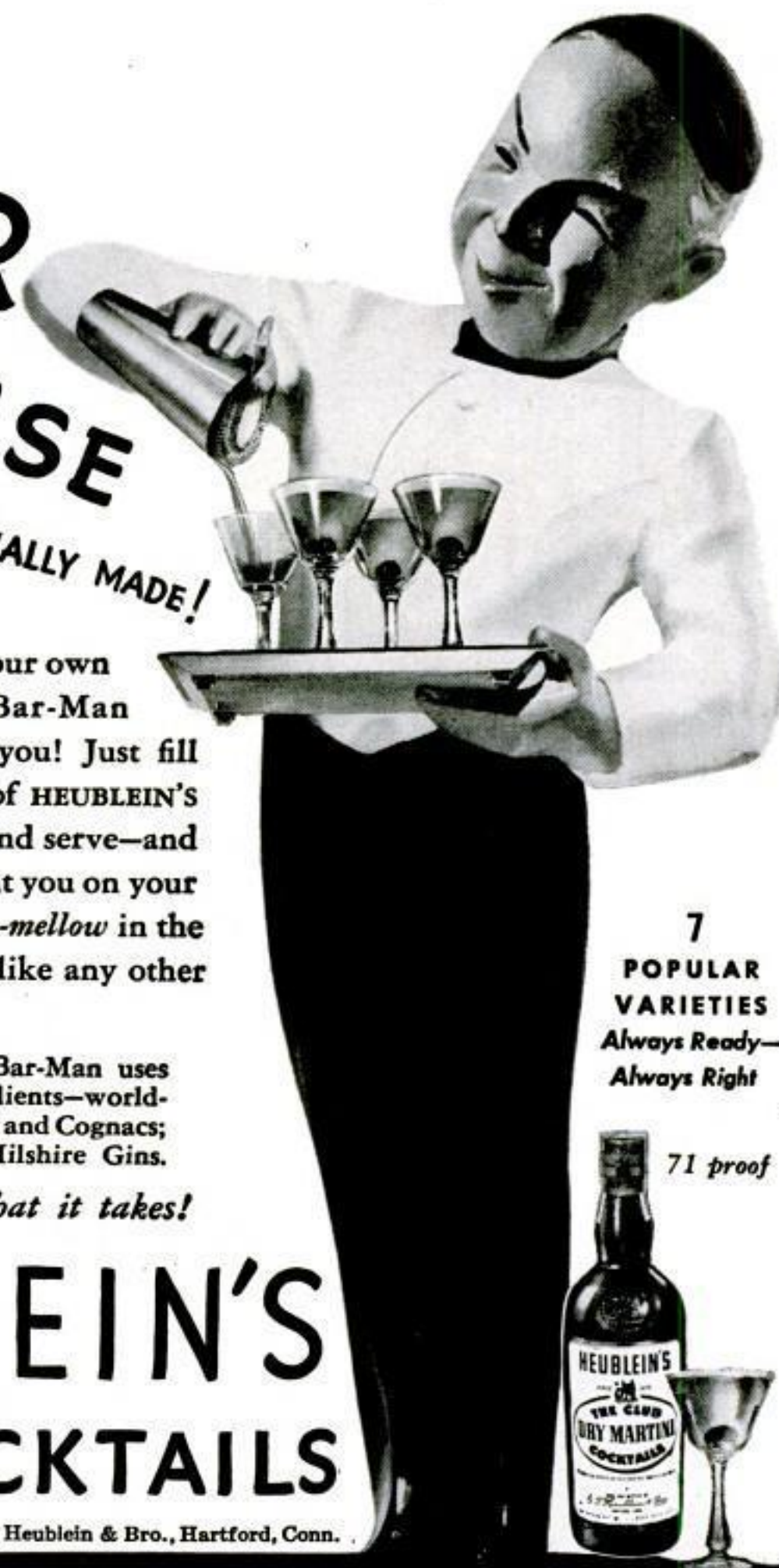
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As Ambassador to Russia, Bullitt arrived in Moscow with his daughter Anne in 1933 to be greeted as a sympathizer by the Soviets. He soon soured on the Stalin regime, quarreled with the Kremlin leaders and left in an atmosphere of mutual hostility.

WHAT NEXT? (continued)

we should convoy, and we might be fighting but not technically at war for some time.

But we have to recognize that the step from fighting to being at war is short, and that from the moment we were at war our commitment would be unlimited. We would have to use our armed forces—all our armed forces—wherever they could be used most effectively to defeat the enemy.

We know what would be the consequences to us if Hitler should conquer Great Britain, and if we can prevent the throttling of Great Britain only by immediate convoys and deliveries under the Lend-Lease Act—F. O. B. Liverpool—we cannot for our own self-preservation shrink from the risk of war involved.

Only the President and some members of the Cabinet and a few Army and Naval officers have all the facts on which to base a sound judgment as to the need for convoys now. What each one of us can do is to make it clear to them that we choose to take whatever risks are necessary to keep Hitler from conquering Great Britain and that we do not choose to let Great Britain go down and be left by ourselves to face alone the united forces of the totalitarian dictators installed in Europe, in Asia, in Africa and in South America.

Each one of us can also look squarely at what is before us and act as an intelligent patriot. There is no easy way by which we can escape from war with Hitler. We cannot get off this planet. He is on the same planet—and is after us and all other free peoples.

WE HAVE FRITTERED AWAY OUR TIME

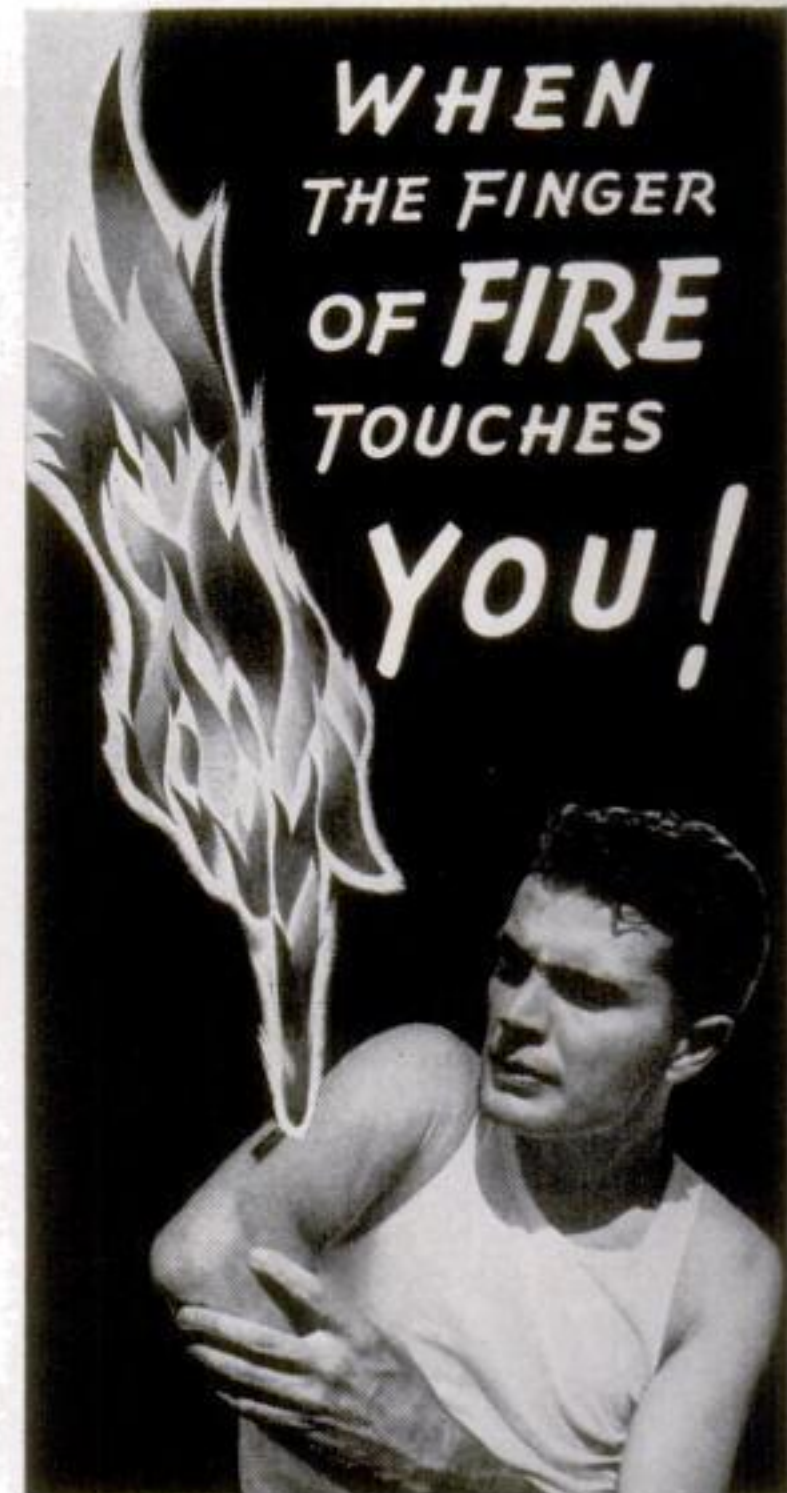
We might have avoided getting into the position in which we now find ourselves if, at the outbreak of the present war on Sept. 1, 1939, we had begun to produce airplanes and other implements of defense and merchant ships with all possible speed. By this time we should have had enough to enable Great Britain to avoid the danger of being throttled. We did not produce with any speed at all.

Even after the Fall of France last June, when as a nation we should have been able to draw a clear conclusion and to heed the voices warning us that we were in deadly peril and that we must produce with as great speed as if we were in war, we did not do so. Until January of this year it was our policy to superimpose production for defense comfortably on the normal business of the country—in spite of the fact that we were aware that the same policy had led France to defeat and Great Britain to the brink of disaster. We took half measures. We talked big but we did not deliver the goods.

We knew last summer that the British wanted us to begin at once full-speed construction of 5,000,000 tons of merchant ships. We did not adopt any such program last summer and have begun only recently to build merchant ships in great numbers. As a result, the many merchant ships that should be ready next summer and autumn to fill the gaps in the supply line to Great Britain will not be ready until 1942.

Fate never forgives loss of time. Hitler does not wait. Because we preferred business as usual to production at war speed, we now face convoying with the obvious risk of finding ourselves at war.

We are where we are today because we have behaved as if there were no great urgency. We are still behaving as if there were no



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A NEW WAY TO SHAVE

Barbers Reveal Shaving "Trick"

• Here's a simple shaving trick—it's used today by finest barbers everywhere! Apply medicated Noxzema Skin Cream *before* lathering—or use alone as a brushless shave. It's a marvelous beard softener! And its soothing medication helps protect your skin—leaves your face refreshed, well-groomed.

Try a "Millionaires'" Shave tomorrow morning! Get a 25¢ size trial jar of Noxzema—now only 19¢ at all drug stores.

NAIL CLIP FOR BUSY MEN!

Clip nails quickly, easily, smoothly. Extra leverage. Demand Wigder. At drug, cigar, and 10c stores.



From the Private Diary of Gloria N---



Broke a date with Jim for tonight. The way my head aches, I don't feel like seeing anybody! Guess I need a laxative, but I dread taking one.



Aunt Helen tipped me off to Ex-Lax. Said I ought to give it a trial. I hate the taste of laxatives - but Ex-Lax was a pleasant surprise. It tasted just like chocolate!



Slept wonderfully all night. Ex-Lax worked fine this morning. No upsets or anything. Headache's all gone, too. Sure hope Jim calls me tonight.

The action of Ex-Lax is thorough, yet gentle! No shock. No strain. No weakening after-effects. Just an easy, comfortable movement that brings blessed relief. Try Ex-Lax the next time you need a laxative. It's good for every member of the family.

10¢ and 25¢



Mows and Trims Lawns in One Simple, Easy Operation



Save Time and Labor with a MONTAMOWER

Tired backs and aching arms just don't happen to users of Montamower. All the drudgery and noise of lawn mowing is done away with. No dead weight to push and pull. Instead, just 7 pounds of live mechanism that first gathers then cuts the grass closely, smoothly, and to the correct height; no matting; no streaking; no clatter; no rattles. Cuts a 16" swath through long grass, dandelions, spike grass and weeds. Cuts right up to walls, fences, trees or posts; leaves no fringes to be trimmed by hand. Cutters are self-sharpening. Built to last many years. Many thousands in use. Sold direct from factory. Costs little. Write at once for guarantee information and literature.

MONTAMOWER DISTRIBUTING CO.
322 HOUSEMAN BLDG. GRAND RAPIDS, MICHIGAN

great urgency. We are still thinking of rights not duties, privileges not service; ease not danger.

The right to strike is deeply ingrained in our American tradition. The right of a man to do whatever he wishes with his own property is equally deeply ingrained. We want to keep both these rights alive. But we want much more to keep the U. S. alive. And unless the men engaged in every capacity in producing the weapons we need for our defense are wise and moderate in the exercise of their rights, we shall not be able to keep our nation alive.

We have had American manufacturers who have refused to take war orders from the War Department and the Navy Department because they preferred the gains of their usual business. We have had employers who have refused to deal reasonably with their employees. We have had workers who have struck in defense industries. We still have them.

It is unjust to say that these men are unpatriotic. Aside from a few Nazi and Communist agents, they are patriots who behave as if they were unpatriotic because they do not realize what their behavior means. They do not feel that America is really in danger. But America is in danger—acute danger. And by their behavior they are deepening the danger.

The manufacturers and the workmen of France also behaved as if there were no great urgency until the Germans broke through the French Army on the Meuse. Then they all set to work at last at full speed. In a month they turned out more than twice the number of airplanes they had ever produced before. It was too late. Four weeks after they really set to work, Paris fell. The manufacturers and the workmen of France lost all their rights, and together became slaves of the Nazis.

Neither the manufacturers nor the workmen of France wanted to be slaves. Neither wanted to deprive their sons at the front of the weapons they needed to defend themselves against the Nazis, but they did just those things by not producing the weapons. No American manufacturer or workman wants to deprive his son or his friend's son of the weapons he will need to defend his life, his home and his country. But how many are doing just that?

Each one of us in his own home and his own community can serve America now not only by working at full speed but also by causing others to realize the tragic fact that our nation is in peril. Never in our history has there been more truth in Benjamin Franklin's saying: "We must all hang together, or assuredly we shall all hang separately."



As Ambassador to France (1936-40), Bullitt here parades before the Arc de Triomphe on Memorial Day. Bullitt was exceptionally close to the French leaders. He took note of their mistakes and returned to warn the U. S. against making the same ones.

Sam made the Crew —but missed the boat!



AS VARSITY STROKE, Sam set the Hudson on fire. But at the fraternity parties and dances Sam never went over. Socially and later in business—Sam just couldn't make the grade.



ATHLETES wear sweat shirts for athletics. But Sam wore sweat shirts everywhere—to dinners, dates and business. (Every shirt's a sweat shirt when a man neglects preventing underarm odor.) So the lady whispered—



SHE SAID—
"TELL THAT TARZAN,
A SHOWER ONLY
TAKES CARE OF
PAST PERSPIRATION
—MUM PREVENTS
RISK OF FUTURE
UNDERARM ODOR"



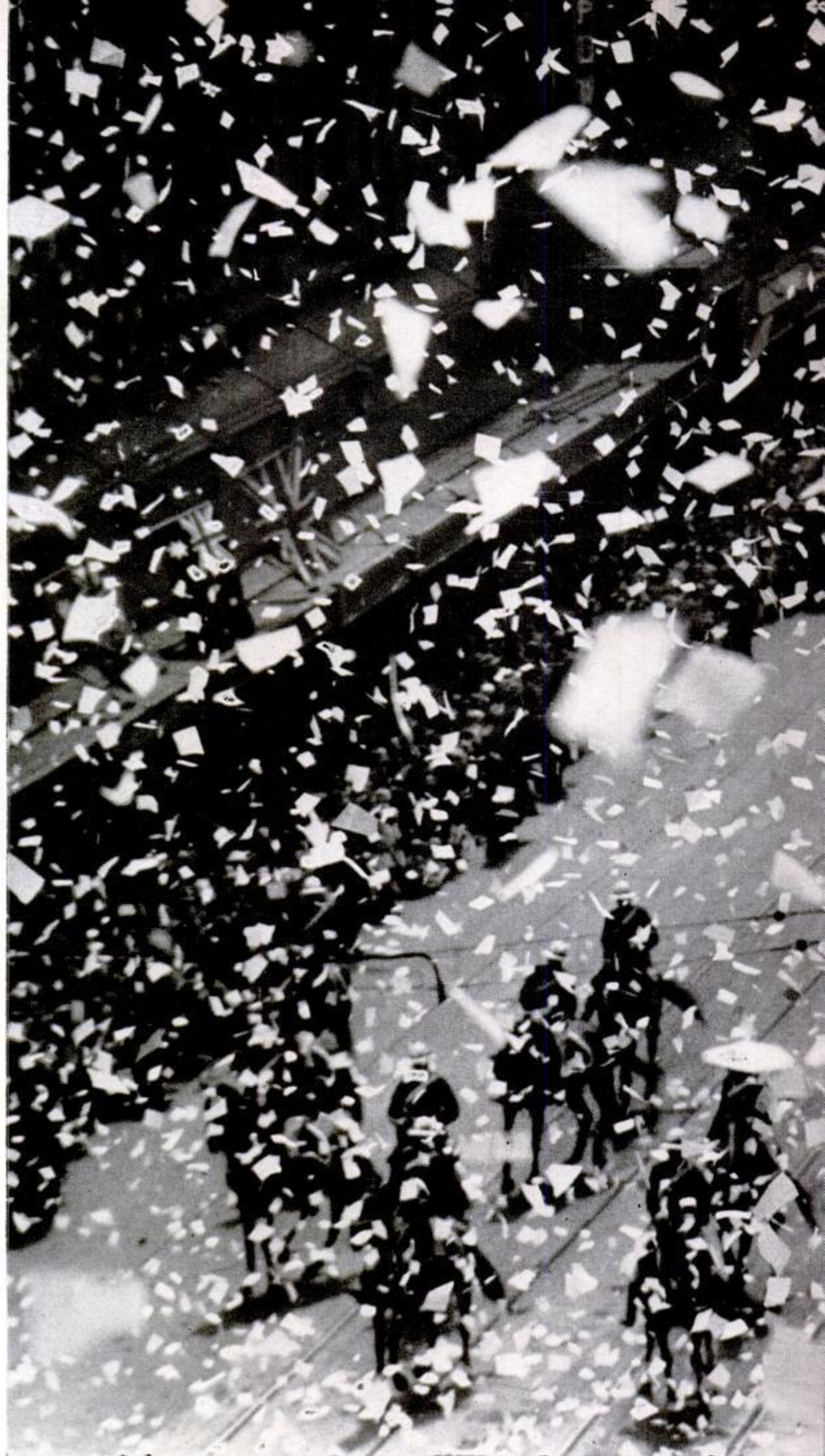
THINGS ARE DIFFERENT for Sam now—with Mum. People like him. He always had brains and ability—Mum let him capitalize on them. Underarm odor dims many a bright future—unless a man plays safe—with Mum.

● PLAY SAFE socially and in business against underarm odor. The tragedy is it's so easy a fault to detect in others, so difficult to detect in yourself. A quick dab of Mum under each arm after your shower—30 seconds to apply—prevents underarm odor all day or evening long. Harmless to skin or clothing—does not stop perspiration. Get Mum at your druggist's today.

MUM TAKES THE ODOR
OUT OF PERSPIRATION



U. S. sailors and marines swing down Sydney's Martin Place (*above*) under a thick rain of confetti and torn paper, six tons of it. Below: the crowd fills Martin Place after the parade has passed. Martin Place, Australia's Plymouth Rock, is on top of the site of the first colony (1788).



UNPRECEDENTED STORM OF PAPER RAINS ON U. S. SAILORS IN SYDNEY. CRUISERS

U. S. SAILORS GET AN AMAZING WELCOME FROM LONELY WHITE MEN OF AUSTRALIA

The Australians, unspeakably lonely and far from other big white nations, had never thrown ticker tape before, in the American way of celebration. But the incentive on March 20 was the unheralded arrival in Sydney harbor of two heavy cruisers and five crack destroyers of the U. S. Fleet's Cruisers Scouting Force, out of Pearl Harbor. When the tough, alert, intelligent American crews paraded through Sydney, the Australians, at the Lord Mayor's suggestion, threw paper and confetti for the first time. The Australian Parliament had adjourned and a school holiday was declared.

The speeches were moving. Said Acting Prime Minister Fadden: "We are mighty glad to see you! Any time you pass this way again, just drop in on us. . . . You have given us the hand of friendship in our time of trial."

Replied the U. S. commander, Rear Admiral John Henry Newton: "We like you Australians. . . . You think like Americans, you act like Americans and, what is more, you fight like Americans. If we are not as large as some previous U. S. detachments visiting Australia [1908, 1925, 1938], we will make good in enthusiasm what we lack in numbers."

The American sailors did just that. They were admitted free to Sydney entertainment places, led singing on the streets, saw the races, a surf carnival and speedway racing. After three days they went on to Brisbane. Then they vanished into the Western Pacific, to Japan's acute discomfort.



"CHICAGO" AND "PORTLAND" AND FIVE CRACK DESTROYERS BROUGHT 2,160 OFFICERS AND MEN FROM PEARL HARBOR

Departure of "Chicago" from Sydney for Brisbane. Meanwhile, another U. S. force of two cruisers and four destroyers was visiting

New Zealand and getting a similar welcome. The whole squadron had sailed together from the Hawaiian Islands under sealed orders.



CONTINUED ON NEXT PAGE

"I'm for a quick start,
a fast finish and
COOL SHAVES!"



● "I'm a judge of pace and a judge of lather—horse or shaving. And to every man who's losing time and skin in harsh, burning shaves I say: 'Switch to Ingram's cool, quick-action shaving cream!'"



● "With Ingram's, shaving is just a breeze from start to finish. You get a flying start with a cloud of lather—cool, planned cool to condition your skin for shaving while it wilts your whiskers.



● "Ingram's makes the track fast for your razor. It glides along so smoothly that you shave minutes off your shaving time—and finish cool, refreshed, ready for the day's business or your evening date.



● "You can see in your girl's eyes how Ingram's increases your face value! No expensive lotions or tonics needed. Your skin is smooth and cool—and feels that way for hours. Warn off shaves that burn you! Get a tube or jar of Ingram's—concentrated for economy—today!"

INGRAM'S
SHAVING CREAM

Now Showing in U. S. Theatres!

Every four weeks more than 7500 U. S. theatres play a new issue of The March of Time and millions of Americans today make it a point not to miss a single story in the series. Here are the current releases:



"MEN OF THE F. B. I.—1941"

America's guardians of internal security in training and at work...tells how Special Agents of the F.B.I. are today fighting espionage and sabotage.



"AUSTRALIA AT WAR"

... shows U. S. citizens the panorama of Australia's war effort and the part this Dominion is playing now in the Pacific crisis—from Libya to Hawaii.



"AMERICANS ALL"

... tells the story of the many peoples who make up this nation, shows what men from many lands are doing today to preserve the U. S. as the world's greatest Democracy.

Your theatre manager can tell you now when he will play the next issue of The March of Time.



Sailors in Sydney (continued)



A live koala, delicate little tree bear of Australia, is pawed in Sydney's Taronga Park Zoo by U. S. sailors, but could never find its exclusive diet of twelve kinds of eucalyptus leaves on a warship. U.S. sailors spent \$35,000 in Sydney and Brisbane in a week.



Australian girl gets U. S. autograph at a price (above) and two sailors linger over parting (below). Tardy U. S. sailors held up sailing from 7:30 a.m. to afternoon and three missed it entirely, caught up with their ships in a hired launch. Everybody felt fine.



1933—THE YEAR OF REPEAL. Singing Wood stepped 7 furlongs in 1:21 to win the Belmont Futurity and a purse of \$81,700, making him the big money-winner of the season!... And 8 months after Repeal Seagram's 7 Crown had attained a leading position in its price class! Remarkable? Not when you've tasted that rich, full-flavored smoothness. Ask for Seagram's 7 Crown today.



Your Taste is 7 Years Wiser

...ready now for

Seagram's 7 Crown

THE WHISKEY YOU WILL COME TO... AND STAY WITH

TODAY—7 YEARS AFTER REPEAL—you've had 7 years of sipping and sampling ... 7 years in which your taste has become keener, more critical.

Somewhere, you knew, there was *one* whiskey that would give you *all* the qualities you desired... a whiskey you could hold to for all time. Today, your search is over. The whiskey?... 7 Crown—*Seagram's Finest American Whiskey*. You know it the moment that rich, full flavor touches your lips. Mm-m... marvelous! So velvety smooth, and not a hint of heaviness!

Absolutely—no whiskey ever made a better highball, a more delicious cocktail than 7 Crown. That's because Seagram has reserved for it the very choicest of its great American stocks. Yes, this is it... *the whiskey you will come to—and stay with!*

This year, make **7** YOUR lucky number.. Say Seagram's **7** Crown..for **LUCK!**

Distillers  since 1857

Seagram's
Seven 7 Crown
BLENDED WHISKEY

*A whiskey of distinctive character
smooth, rich, full-flavored
without a trace of heaviness*

★★★★★

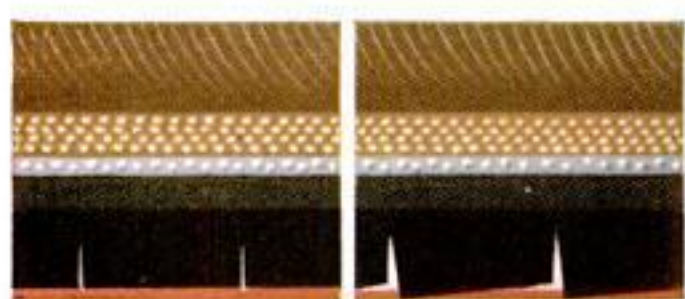
BLENDED & BOTTLED BY JOSEPH E. SEAGRAM & SONS, INC.
LAWRENCEBURG, IND.

SEAGRAM'S 7 CROWN BLENDED WHISKEY. THE STRAIGHT WHISKIES IN THIS PRODUCT ARE 5 YEARS OR MORE OLD. 35% STRAIGHT WHISKIES, 65% GRAIN NEUTRAL SPIRITS. 23% STRAIGHT WHISKIES 5 YEARS OLD, 12% STRAIGHT WHISKIES 6 YEARS OLD. 86.8 PROOF. © 1941. SEAGRAM-DISTILLERS CORP., N. Y.



QUALITY IN TIRES THE KEY TO SAFETY

Why Royal Master owners never buy any other tires...



A



B

THEY FEAR NO SKIDS because the instant brakes are applied, seven continuous ribs break into individual, tilted tread blocks (A to B) wherever they touch the road. Note (B) how blocks cut through water, mud, slush—grip the road and hold it! This active tread—a moving, working, safety device—controls skids, stops you quicker.

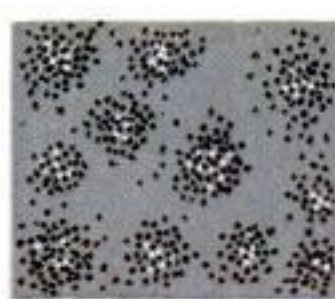


C

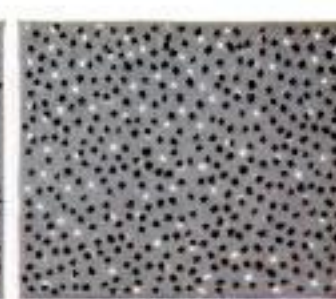


D

THEY FEAR NO BLOWOUTS. Drawing (C) shows terrific distortion of a tire rounding curve at high speed, when weight on outside tires may be doubled! Now, see how (D) "U.S." safety bonding saturates each cord in pure latex, cushions each ply in heat-resistant rubber to doubly protect against blowouts due to heat, impact, or speed.



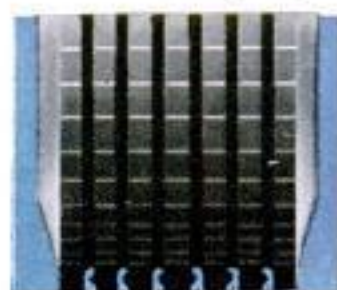
E



F

Illustrations exaggerated

THEY GET MORE MILEAGE because of Tempered Rubber* treads. In ordinary treads (E) carbon black, a toughener, tends to "clot" around zinc oxide, a vulcanizing aid. This cuts down mileage! In Tempered Rubber* (F), less zinc oxide is used, "clotting" is minimized and carbon black uniformly dispersed. This steps up mileage!



G



H

THEY GET STEADIER RIDES. Seven sturdy ribs (G) give "railroad track" stability, provide firmer, fingertip steering. Special grooves (H) prevent stones from sticking in tread, quickly eject them—thus eliminating annoying "click." And Royal Master's sleek, streamlined beauty adds smartness to the finest cars.



I



J

THEY GET A BONUS of non-skid mileage that's almost double! When treads are half-worn (I), Royal Master owners have them regrooved by U. S. Tire Dealers. See how (J) regrooving has restored the depth of the anti-skid rubber. Only Royal Master's extra strength plus extra quality of rubber makes double mileage possible.



THIS FREE BOOK tells you: how to save 20% of your tire expense; how to find the joker in "bargain" tires; how to double your non-skid mileage; how to prevent blowouts; how to control skids—and hundreds of other tire facts that save money and may save your life. Get your free copy at your U. S. Dealer's or write to the U. S. Rubber Co.



"ONCE YOU RIDE ON U. S. ROYAL MASTERS YOU'LL NEVER BUY ANY OTHER TIRES"

UNITED STATES RUBBER COMPANY

1230 Sixth Avenue, Rockefeller Center, New York • In Canada: Dominion Rubber Co., Ltd.



IRMA WILSON IS PRESIDENT OF ZIEGFELD GIRLS CLUB



FRONT-LINE BEAUTY ANYA TARANDA IS EX-POWERS MODEL



NINA BISSELL AS MOON GODDESS; BELOW, CLAIRE JAMES



CLAIRE JAMES MISSED BEING "MISS AMERICA" BY ONE VOTE, BUT SHE IS NOW "MOST TYPICAL ZIEGFELD GIRL"

THESE BABES GLORIFY M-G-M'S "ZIEGFELD GIRL"

Since *Ziegfeld Girl* promises to be the biggest and gaudiest girl movie of the year, it is fitting that M-G-M's advance promotion should likewise be the biggest and gaudiest seen for a decade. Currently flowing over the editorial desks of America is a stream of 9x11-in. postcards, some of which are shown at left, picturing the enchantments to be found in the movie's front-line chorus. Simultaneously rolling through the towns of America is a "\$100,000 beauty caravan," complete with "two glorified beauties," a

model show and an exhibition of Ziegfeld Girl paintings. Beauty contests, cocktail parties and personal appearances complete the festivities.

While the world is thus being apprised of *Ziegfeld Girl*'s dramatic merits, veteran Director Robert Z. ("Pop") Leonard bundled a dozen of the film's show-girls into a bus and took them to California's Arrowhead Springs to celebrate the movie's completion. After a day's considered judgment, he chose Claire James (*above*) as "the typical Ziegfeld girl of 1941."



A close call to a ducking in Arrowhead Springs swimming pool is had by "Pop" Leonard, who directed the girl-laden

Ziegfeld Girl. Since the day was too cold for swimming, the girls put on slacks, went for a walk with "Pop" in a canyon.

THEY'VE GOT THE IDEA.

CALL FOR PHILIP MORRIS
TRUE SMOKING PLEASURE—WITHOUT SMOKING PENALTIES!



DO YOU INHALE?
All smokers do—some of the time

IT'S easy to understand that when you do inhale—consciously or unconsciously—there's increased exposure to irritation! Here's something vital—long known to eminent medical authorities:

4 other leading brands of cigarettes were found to average 235% more irritant than the strikingly contrasted Philip Morris—and further, the irritation was found to last more than five times as long!

So—especially if you inhale—Call for Philip Morris—complete smoking pleasure, unmarred by throat irritation! Philip Morris' superiority for the nose and throat is recognized by eminent medical authorities: no other cigarette can make that statement!

AMERICA'S FINEST CIGARETTE



CREATORS OF FAMOUS CIGARETTES FOR 93 YEARS, ALWAYS UNDER THE PHILIP MORRIS NAME

"Ziegfeld Girl" (continued)



Front-line girls of M-G-M's chorus put best foot forward for LIFE Photographer Bob Landry. Most of the girls are models. L. to r.: Frances Gladwin, Claire James,



Bubble bath in warm mineral waters compensates Loraine Gettman and Myrna Dell for the swim they missed in Arrowhead's pool because of chilly March winds. Lor-



Virginia Cruzon, Alaine Brandes, Patsy Mace, Myrna Dell, Gayle Mellott, Louise La Planche, Georgia Carroll, Madelaine Martin, Harriett Bennet, Loraine Gettman.



Alaine used to model for exclusive Los Angeles department stores. Myrna was born in Los Angeles and, until this month, was never farther from home than Catalina Island.

CONTINUED ON NEXT PAGE

Reach with pride
I.W. HARPER
The Gold Medal Whiskey



Cool breezes force Loraine Gettman to top her bathing suit with a sports jacket. Louise La Planche, her companion, was chosen as "Miss North America of 1940."



Temporary chef is "Pop" Leonard, who pours coffee at the outdoor luncheon. The girls abandoned diet restrictions to put away big portions of barbecued chicken.

Would your BRAKES stop you in time?

Modern traffic moves fast, and demands brakes that can stop fast. Since 1905, Raybestos has kept pace with motoring progress by developing brake lining materials that assure quick, safe stops and easier control. From horseless carriage to streamlined car, Raybestos has stopped them all.

Free For safety's sake, have a Raybestos Brake Service man pull a wheel every 2,500 miles—the only way that shows you the actual condition of your brake lining. Takes only a few minutes. No obligation.

Raybestos
AMERICA'S BIGGEST SELLING
BRAKE LINING
"YOUR 2 BEST FRIENDS for HIGHWAY SAFETY"
BRAKE LINING, CLUTCH FACINGS, FAN BELTS, HOSE • FOR CARS, TRUCKS, BUSES, TRACTORS

Produced under strict laboratory control for uniform quality

SAVE IDEAL LABELS FOR VALUABLE GIFTS

Ideal DOG FOOD

WILSON & CO.

SAVE IDEAL LABELS FOR IDEAL GIFTS

OTIS

SHIRTS and MID-THIGH SHORTS

For Extra Protection

Trade Mark

OTIS UNDERWEAR
57 WORTH ST., NEW YORK

HANDKERCHIEF TEST PROVES VITAL ZONE ALWAYS SPOTLESS

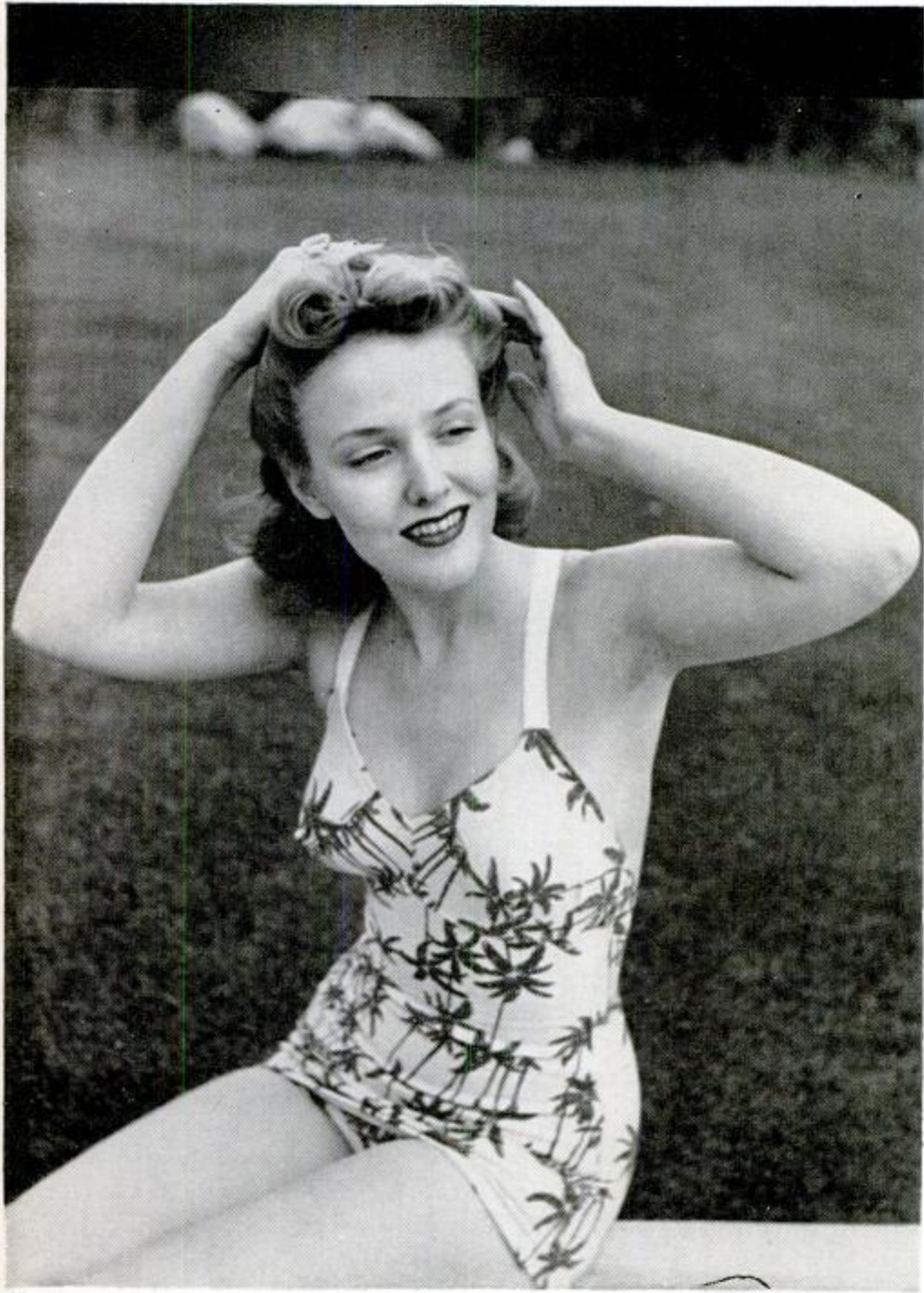
Always clean and free from goo no matter how often you smoke it. Challenging higher-priced pipes in briar quality and value. **Now \$1**

NO GOO CAN PASS HESSON GUARD
IT'S CUSHION SEALED

STOP GOO

HESSON GUARD MILANO

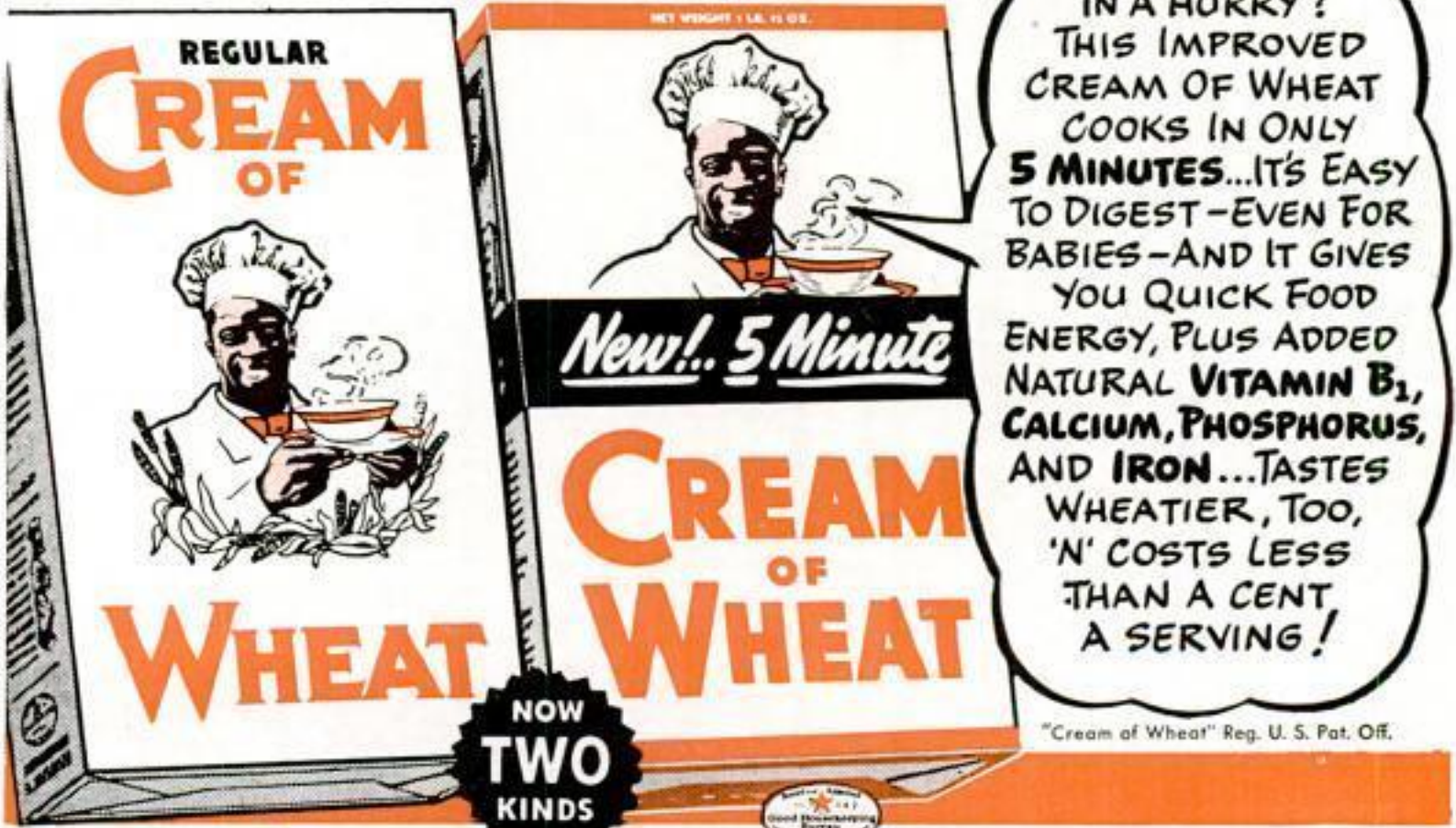
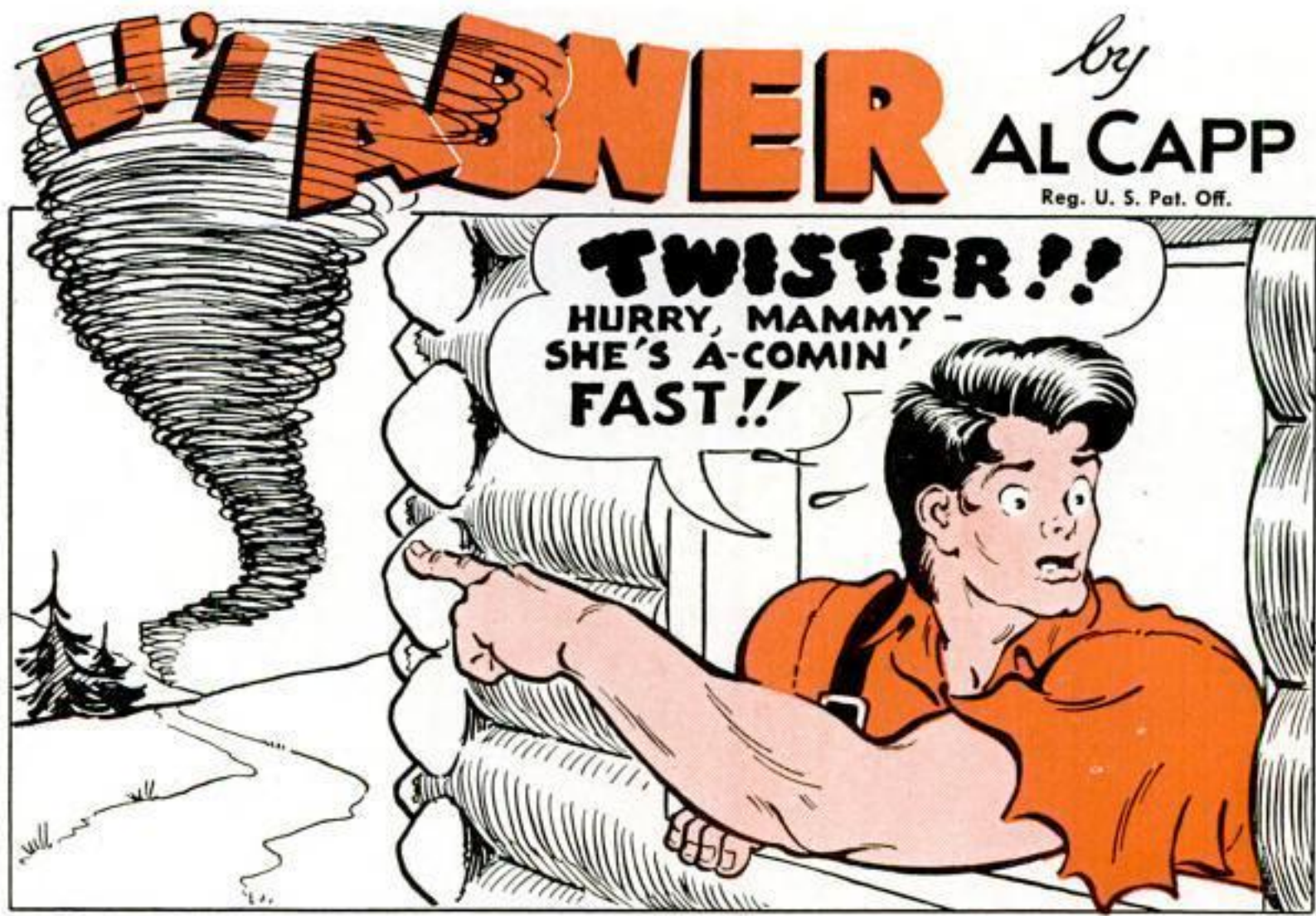
WM. DEMUTH & CO., NEW YORK



Most famous of the M-G-M showgirls is blonde Texas-born Georgia Carroll, whose face on Red Cross posters, magazine covers and national ads is familiar to millions.



Prizewinner is Claire James who, in 1938, was runner-up in "Miss America" contest. Earl Carroll called the judges incompetent, named her "Miss America" anyhow.



OFFICERS OF RICHMOND BLUES TOAST THEIR STATE AND COMMAND. SILVER PUNCHBOWL WAS A GIFT FROM CONNECTICUT FOOT GUARDS ON BLUES' 150TH ANNIVERSARY



LIEUT. COL. ROSE, BLUES COMMANDER, HELPS OFFICERS TO PUNCH

Life Goes Away to Camp With the Richmond Blues

Famed Virginia battalion begins year's Army training

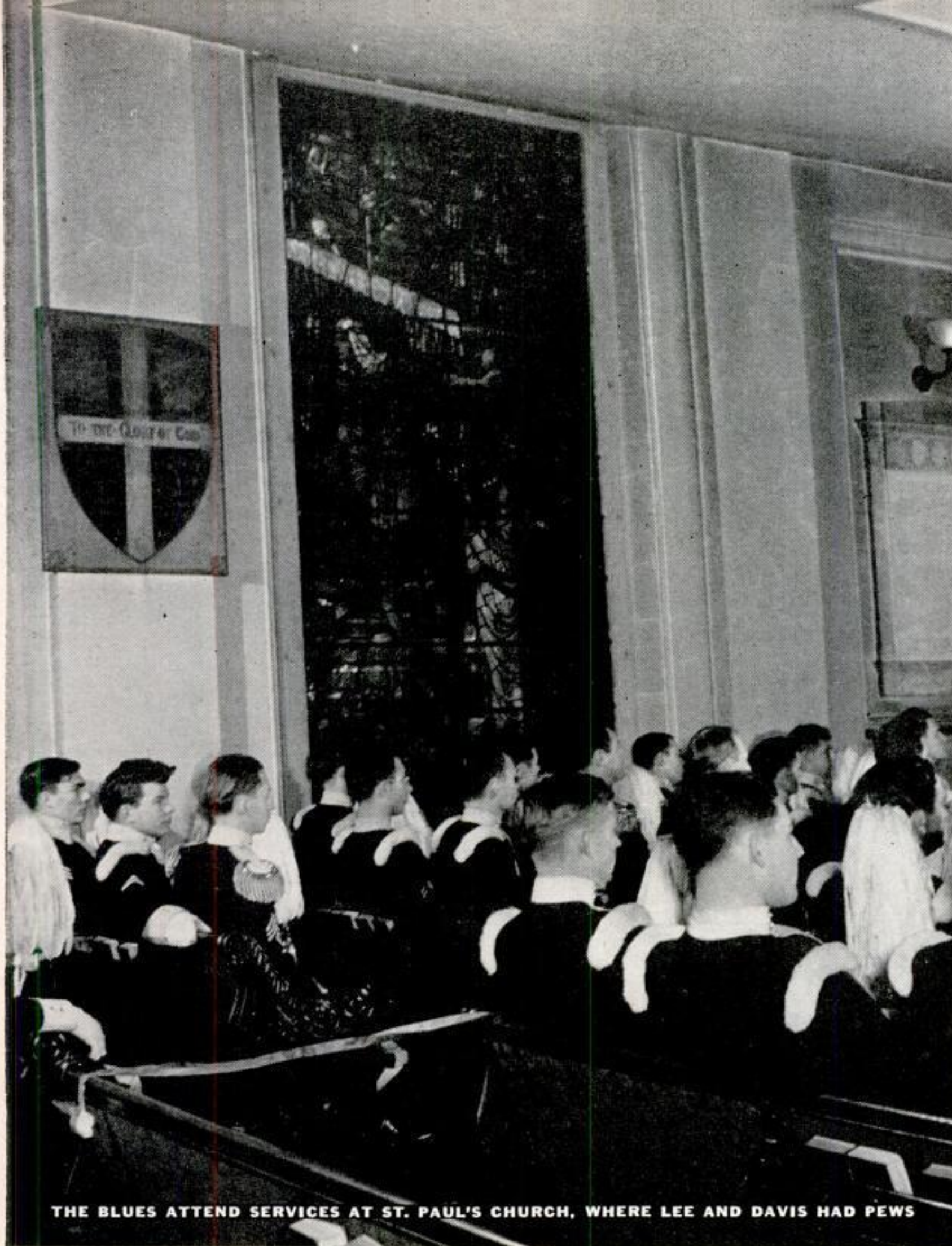
Of all meetings of men, none exhales a thicker air of sentiment than a farewell party—a last get-together before a beginning or an end, before separation, graduation or war. On these pages you see the last formal muster of a famed Virginia battalion, the Richmond Blues, on the eve of their induction into the regular Army at Fort Meade, Md. It is quite possible the Blues may find themselves happily reunited in their armory a year hence. It is equally possible a grimmer destiny awaits them. If these pictures seem to suggest certain shadowy half-remembered cinema melodramas, it is because the Blues, steeped in history and gilded with the glories of Virginia's military tradition, themselves inspired innumerable pale parodies of fiction and the screen.

Founded a few years after the American Revolution, the Blues first saw action in the War of 1812. To their great disgust, they were not called to active duty in the Mexican War. But their Civil War record spanned the years from John Brown's raid on Harper's Ferry to Lee's surrender at Appomattox. Two months after Fort Sumter, they voluntarily voted themselves into the Confederate Army for the war's duration. Under General Henry A. Wise, they served first in western Virginia. In January,

1862 they went to defend strategic Roanoke Island off the North Carolina coast. Here an overwhelming Union force of more than 60 warships and transports besieged them, invested the island and with it captured most of the Blues. Subsequently released and reorganized, the Blues participated in the grueling defense of Petersburg and the Battle of the Crater. The long years took their toll. Only 16 tattered tired Blues were still with Lee when he laid down his arms in the spring of 1865.

A decade later the Blues, once again magnificent in their baroque uniforms, had regained their strength and status in Richmond's social life. They served with the U. S. Army of Occupation in Cuba at the end of the Spanish-American War and went to France with the A. E. F. in 1918. Ironically they were not ordered to the front until Nov. 10, day before the Armistice.

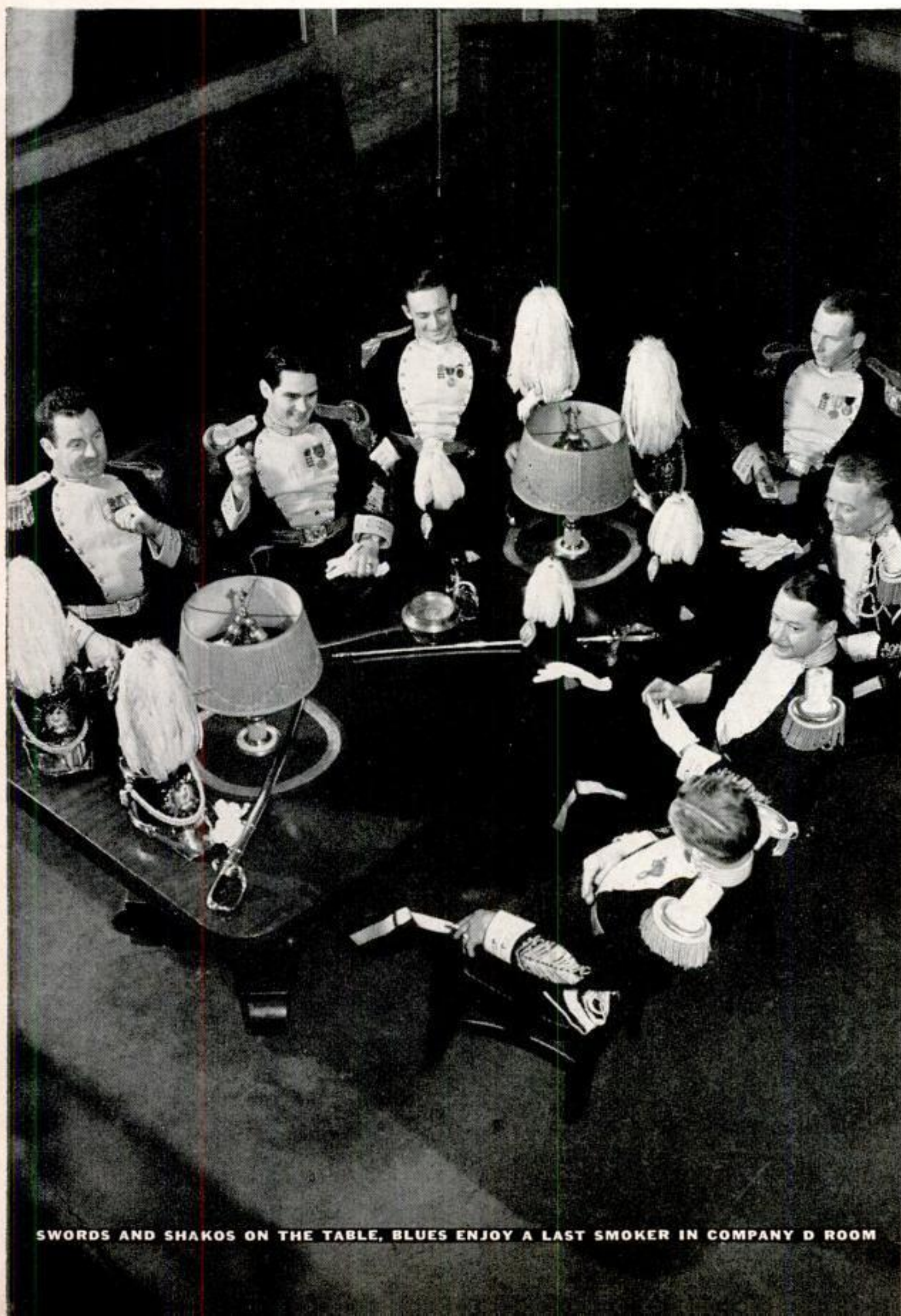
Now the Blues find themselves again in olive drab. On the next pages you will see them, stripped of epaulets and braid, taking their place as members of the First Battalion, 176th Infantry, at Fort Meade. But first observe them here in Richmond, plumed and elegant, gathered around their great silver punchbowl, singing perhaps for the last time, *Carry Me Back to Old Virginny*.



THE BLUES ATTEND SERVICES AT ST. PAUL'S CHURCH, WHERE LEE AND DAVIS HAD PEWS



BLUES' COLOR GUARD MUSTERS FOR FAREWELL REVIEW ON STEPS OF STATE HOUSE



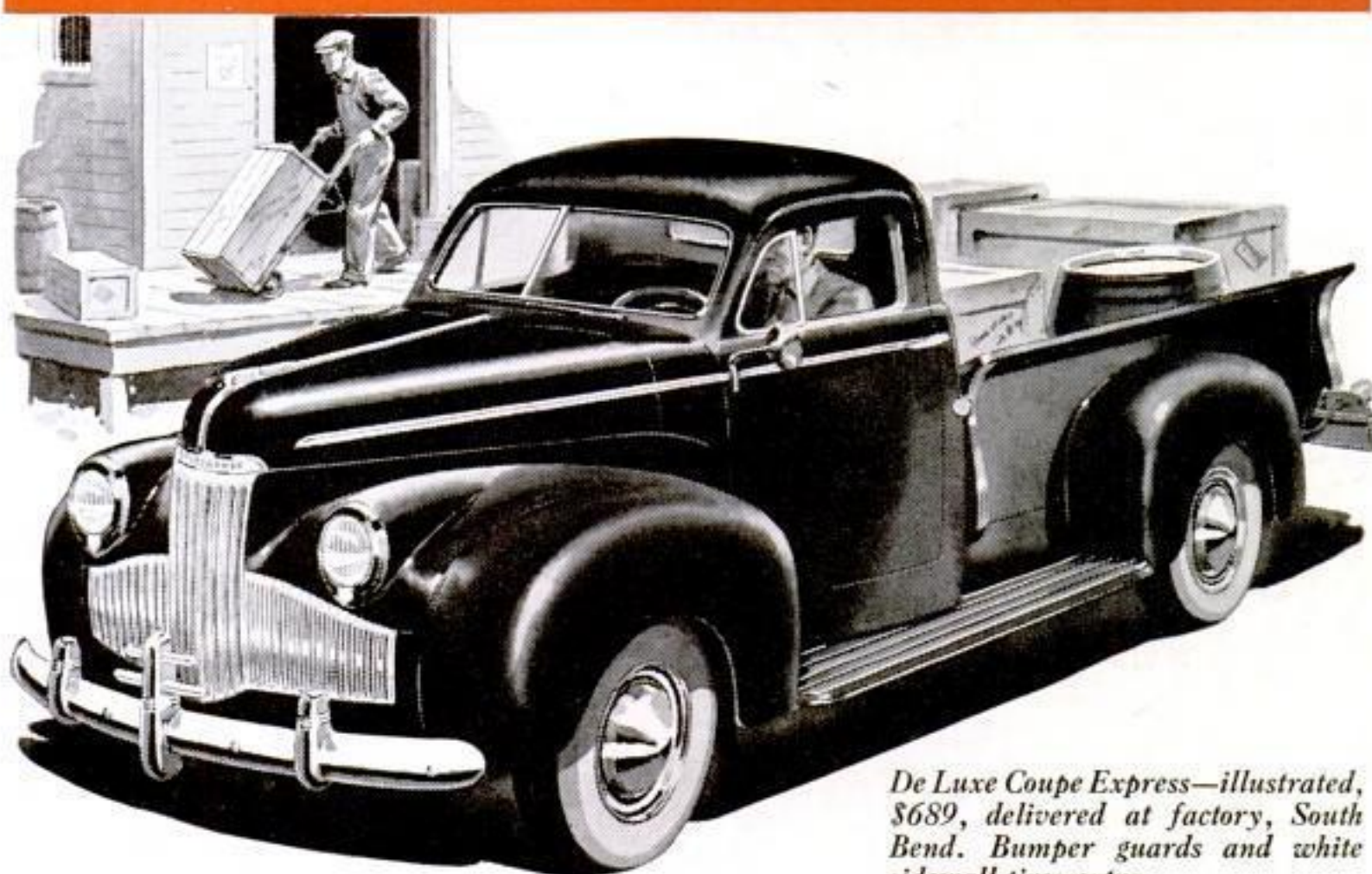
SWORDS AND SHAKOS ON THE TABLE, BLUES ENJOY A LAST SMOKER IN COMPANY D ROOM



BLUES LOCK ARMS BEFORE PORTRAIT OF EX-COMMANDER

CONTINUED ON NEXT PAGE

It's *your* money that **STUDEBAKER** economy-engineering saves!



De Luxe Coupe Express—illustrated, \$689, delivered at factory, South Bend. Bumper guards and white sidewall tires extra.

*This low-cost truck saves on gas,
oil, tires, repairs!*

IT was costing too much money to haul half-ton loads in old-type trucks that lug hundreds of pounds of useless, wasteful dead-weight, so Studebaker engineers created the Coupe Express!

This handsome, fast, comfortable and astonishingly economical vehicle is one of the greatest dollar-value victories in all the 89 years that Studebaker has served you!

Its 80-horsepower, 6-cylinder Studebaker engine handles gas and oil like a miser. Carrying no wasteful excess dead-weight, tires last longer. And modern full-pressure lubrication, with positive sludge-protection, means long engine life. Springs shackled in live rubber (no

noise, no greasing), multi-ratio steering for easy parking and roadsteadiness, finest hydraulic shock absorbers, oversize hydraulic brakes—all are big-value features of Studebaker engineering.

You'll enjoy real comfort, convenience and safety in the roomy, full-vision cab, with controlled ventilation. It'll be the *smartest* truck you ever owned... and the *smartest* truck buy you ever made.

Larger Studebaker Trucks too—Standard Series and Heavy-Duty Series, each in three different wheelbases, begin at \$626 and \$703, respectively, for chassis delivered at the factory. Ask your Studebaker dealer, or send the coupon below.

COUPE EXPRESS
STANDARD MODEL
\$664
CHASSIS ONLY \$516

Prices delivered at factory, South Bend, Ind., as of Feb. 15, 1941
—subject to change without notice—Federal tax included.

THE STUDEBAKER CORPORATION, South Bend, Ind. Dept. L-3
Please send illustrated catalog on the new Studebaker Commercial Cars and Trucks:

Name.....

Address or RFD Number.....

City or Town.....State.....

Richmond Blues (continued)



Plumed shako of Capt. J. Blythe Moore III has been stored away.



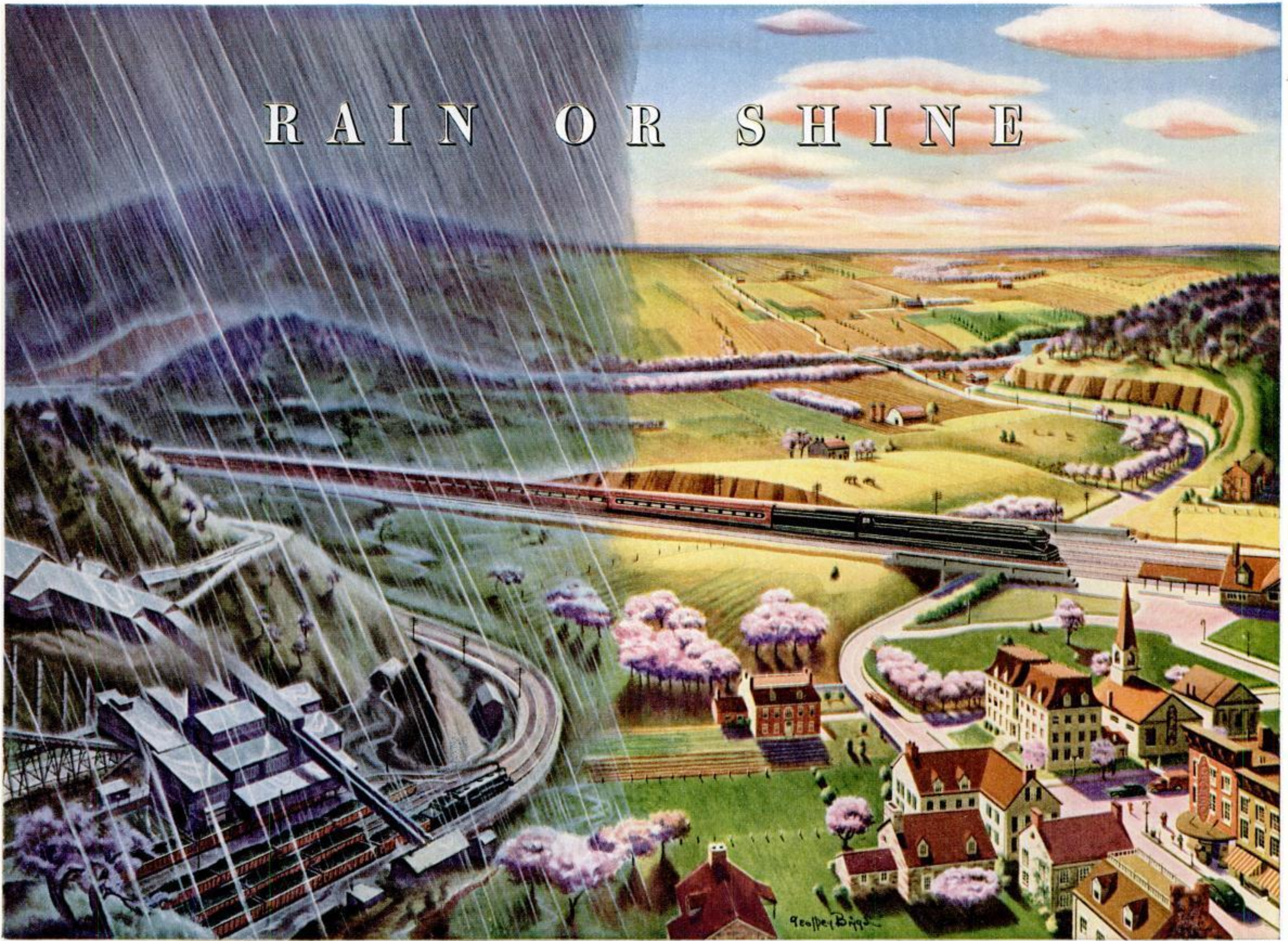
In an old-style campaign hat Captain Moore reports at Fort Meade.



Corporal Frank J. Castelvechi joins his comrades in song at last muster of Blues in Richmond (above, center). At Fort Meade (below) he gets K. P.

CONTINUED ON PAGE 117

RAIN OR SHINE



Serving the Nation

...this great **ALL-WEATHER FLEET** goes through on time!

Spring weather can be mighty uncertain. But there's nothing uncertain about Pennsylvania Railroad's great East-West Fleet! These fine modern trains always go ... always get you there—365 days a year.

And in what elegance and comfort you ride! In Pullman Lounges richly endowed with the smartest appointments—soft divans, easy chairs, murals, mirrors, radio, beverage bars. Even the Diners are like gay cafes! And you retire to real beds in the privacy of Roomettes, Duplex Rooms, Bedrooms, Compartments, Drawing Rooms, Master Rooms—or to modern Section Sleepers.

If you go "Coach", enjoy restful reclining seats. The cost? Pullman or Coach, *very little*, because **FARES ARE LOW**. So why chance the whim of weather ... when this great East-West Fleet is better for you ... *all ways... all the time!*

17 TRAINS DAILY...

between New York, Philadelphia and Chicago

7 TRAINS DAILY...

between New York, Philadelphia and St. Louis
Washington, Baltimore and St. Louis

10 TRAINS DAILY...

between Washington, Baltimore and Chicago

40 TRAINS DAILY...

between New York and Washington

Plus a fleet daily serving Pittsburgh, Columbus, Cincinnati, Akron, Cleveland, Detroit, Dayton, Louisville

GO NOW—PAY LATER. Ask about Travel-Credit Plan.

ENJOY THE TRAIL BLAZER

deluxe all-coach train **NEW YORK-CHICAGO... 17 hours**
Observation Car... Radio... Club Lounge... low priced meals... Reserved individual reclining seat at no extra cost... attendants—all at low fares! *Reclining-seat coaches on The Trail Blazer between Washington and Chicago, too; and on other trains to many cities.*

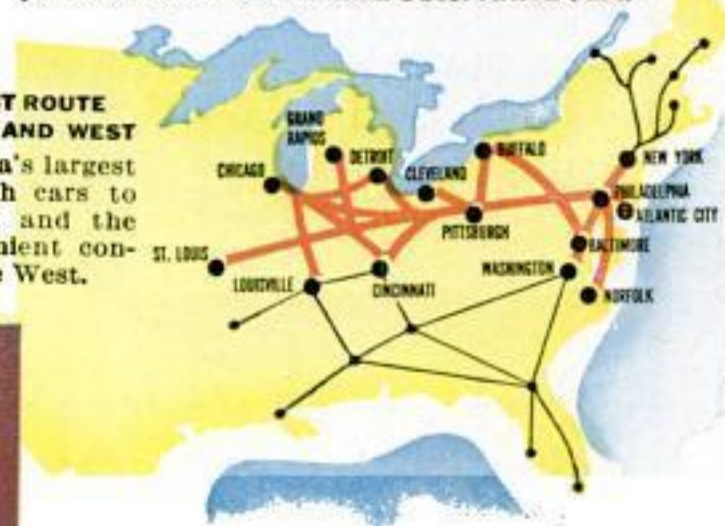
COMING—NEW ALL-COACH TRAIN BETWEEN NEW YORK AND ST. LOUIS!



A Grand Outlook is yours from the richly appointed solarium of Pullman Observation Cars.

THE SHORTEST ROUTE BETWEEN EAST AND WEST

Serves America's largest cities. Through cars to New England and the South. Convenient connections to the West.



Everything at your command—real bed, individual toilet facilities, wardrobe—in the thrifty Roomette.

Pennsylvania Railroad

SAFETY SPEED COMFORT COURTESY

Blackstone Cigars Make Nation-wide Hit!

Famous, fast-selling line
of fine All-Havana
filled cigars winning
new thousands from
coast to coast



Hollywood star takes time out between scenes of his latest picture to relax and enjoy the mellow mildness of an all-Havana filled Blackstone Cigar. Try one yourself and see why Blackstone stars with the stars.



Blows rings around other cigars! For natural flavor, rare fragrance, coolness, long white ash . . . Blackstone Cigar is tops among smokers.



"I'd better switch to Blackstone Cigars!" Right you are, young man—and the sooner you switch the happier you'll be! Because now, from coast to coast, Blackstone is becoming more and

more the choice of successful men. The reason is, this famous all-Havana filled cigar offers the very peak of smoking enjoyment. Smokers love its natural flavor. Women love its fragrance.



Size and shape for every taste! Take your choice. Blackstone Perfecto, 2 for 25¢. Blackstone Londres Extra, 10¢. Blackstone Cabinet, 10¢. Blackstone Blunt, 10¢.

Blackstone Panetela, 2 for 15¢. Blackstone Junior, 5¢. All Blackstone Cigars are filled with the finest and costliest Havana tobacco that money can buy.

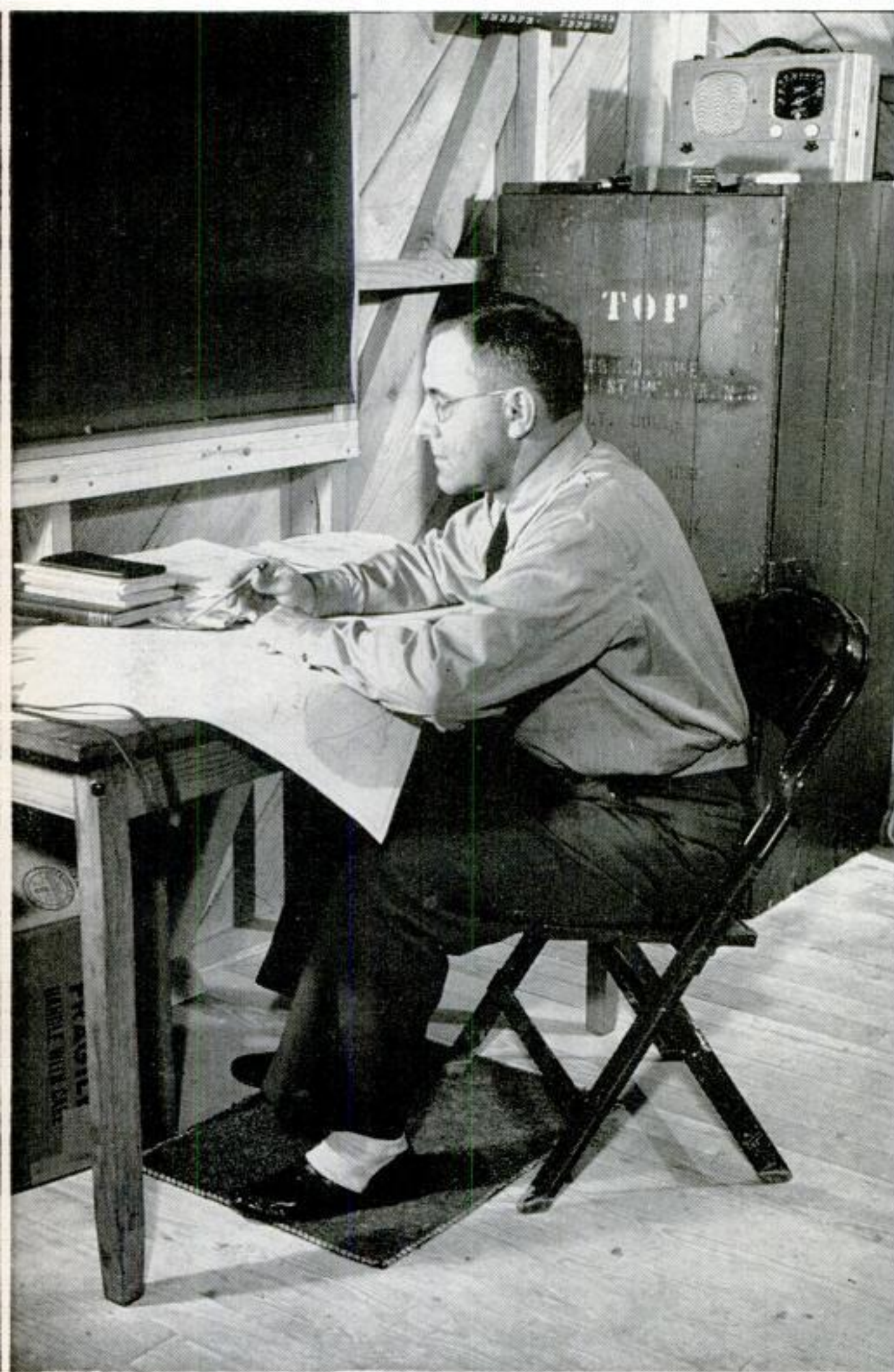


17% extra smoking! Now, to celebrate its national popularity, Blackstone offers smokers an extra dividend in the form of a new-size cigar. It's the new Blackstone Londres Extra. And it gives you 17% extra smoking! Compared to the regular Blackstone Londres, that's just like getting a ten-cent cigar free with every six you buy! Yet the price is still only 10¢. Smoke a Blackstone Londres Extra today!



Another shipment of Cuba's finest tobacco arrives for exclusive use in Blackstone Cigars. Selected by the keenest tobacco experts, only the choicest long-leaf Havana is used for the extremely mild and mellow Blackstone Cigar. That's why Blackstone Cigars are top choice with thousands.

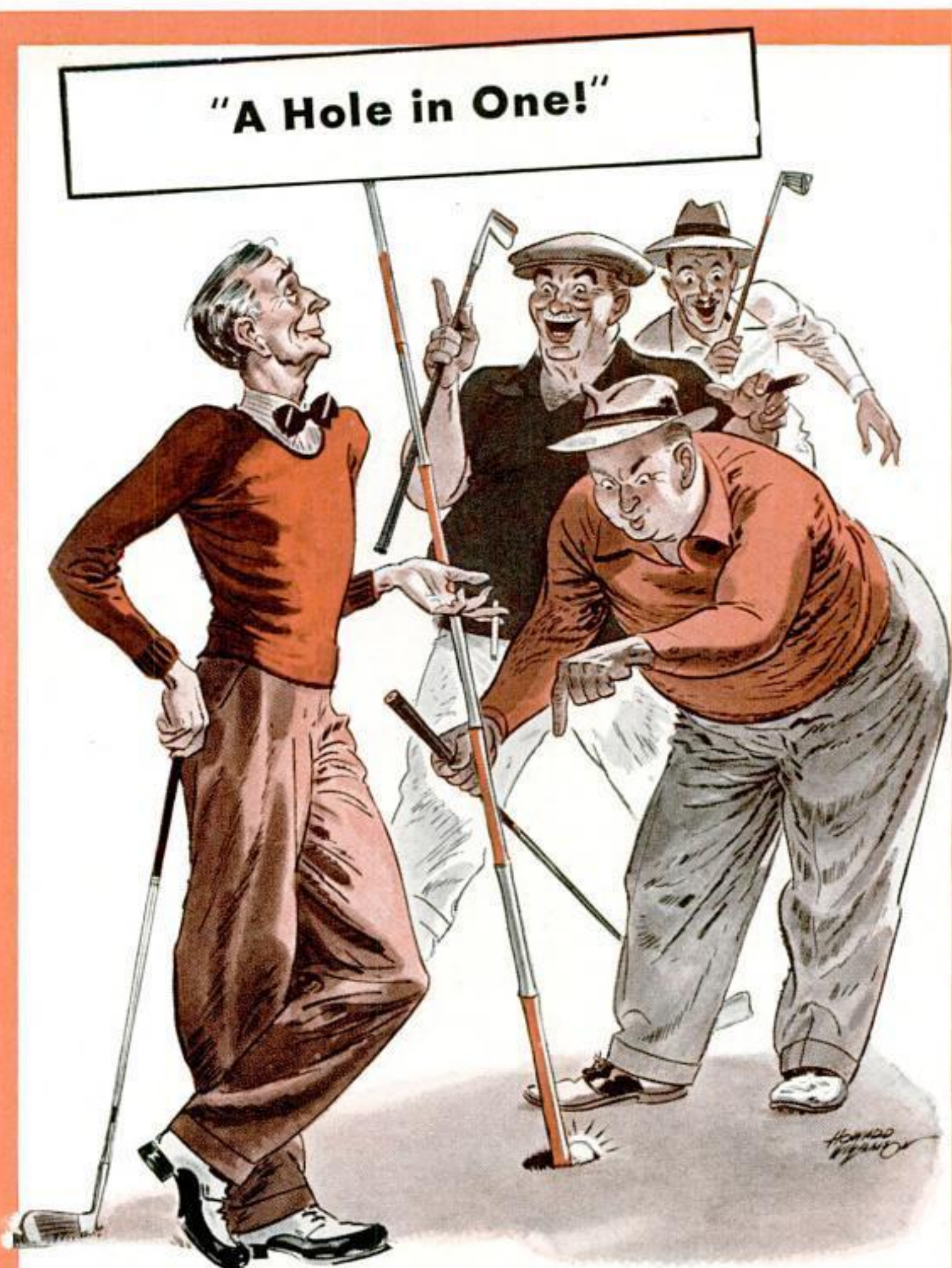
Switch to Blackstone Cigars . . . the choice of successful men



Commander of the Blues, Lieut. Col. R. Buford Rose, ponders tactical problem in his plain unpainted quarters at Fort Meade. He has led battalion since February 1933.



In denim and field khaki, once glamorous Blues—now just First Battalion, 176th Infantry, 88th Brigade, 29th Division, Second Corps, First Army—eat in mess shack.



GREAT MOMENTS CALL FOR

Haig & Haig!

● You would expect to choose the supreme Scotch to honor one of life's great moments. But how about other occasions? Why be any the less particular?

Remember, Haig & Haig is the only Scotch with a 314-year-old record of satisfaction. And yet, despite this distinction, Haig & Haig makes no extra charge for its great name and fame.



*The Oldest Name
in Scotch*

... Its fine flavor
has satisfied for 314 years

PINCH BOTTLE 12 YEARS OLD • FIVE STAR 8 YEARS OLD

BLENDED SCOTS WHISKY 86.8 PROOF • SOMERSET IMPORTERS, LTD., NEW YORK, CHICAGO, SAN FRANCISCO

Q

Why are more and more truck users standardizing on Dodge Job-Rated Trucks?

A

Paul J. Howard has the answer . . . "As the result of the economy and performance of a 1936 Dodge 1½-ton truck, we are now standardizing on Dodge equipment for our entire fleet."



WHEN the truck fits the job . . . with the right size engine for power . . . the right size frame, clutch, transmission, rear axle and brakes . . . all quality-built for long life . . . *that's a truck for you!*

This is why many companies, including California Flowerland, Los Angeles, are standardizing on Dodge Job-Rated trucks.

Dodge trucks can do a great job for you, too—with high gas mileage, low oil consumption and low maintenance

expense. See your Dodge dealer for the low-priced, high-quality Dodge Job-Rated truck that fits your job.

PRICED WITH THE LOWEST

Chassis .. \$500^{AND UP} Pick-Ups \$630^{AND UP}
(WITH COWL)

Chassis .. \$595^{AND UP} Panels .. \$730^{AND UP}
(WITH CAB) Stakes .. \$740^{AND UP}

Above prices are delivered at Detroit, Federal taxes included. Transportation, state and local taxes (if any) extra. All prices shown are for ½-ton except stake model which is for ¾-ton. 112 standard chassis and body models available.

PRICES SUBJECT TO CHANGE WITHOUT NOTICE

DODGE DIVISION, CHRYSLER CORPORATION, DETROIT, MICHIGAN

BUY YOUR NEXT
TRUCK THE
1-2-3
WAY

1. LOOK AT
LOW-PRICED
TRUCK 'A'



2. LOOK AT
LOW-PRICED
TRUCK 'B'



3. THEN LOOK AT
LOW-PRICED
DODGE Job-Rated
TRUCKS



DEPEND ON DODGE
Job-Rated **TRUCKS**

Better
BECAUSE OF
CHRYSLER CORPORATION
ENGINEERING



"PAN" PIPING ABOVE PARK AVENUE WAS MODELED BY WHEELER WILLIAMS.

SPRING BRINGS FAUNS & GODDESSES

On sunny terraces above Park Avenue the Arden Gallery in its New York penthouse is now holding an exhibition called *Outdoor Sculpture, Then and Now, 1850-1941*. LIFE herewith reproduces some of its fauns, goddesses and other outdoor spirits to inspire any spring gardeners who hanker to adorn a backyard arbor or turn the plot of a city penthouse into a garden of Babylon.



"Winter" is first of series of seasons modeled by Sylvia Shaw Judson of Chicago.



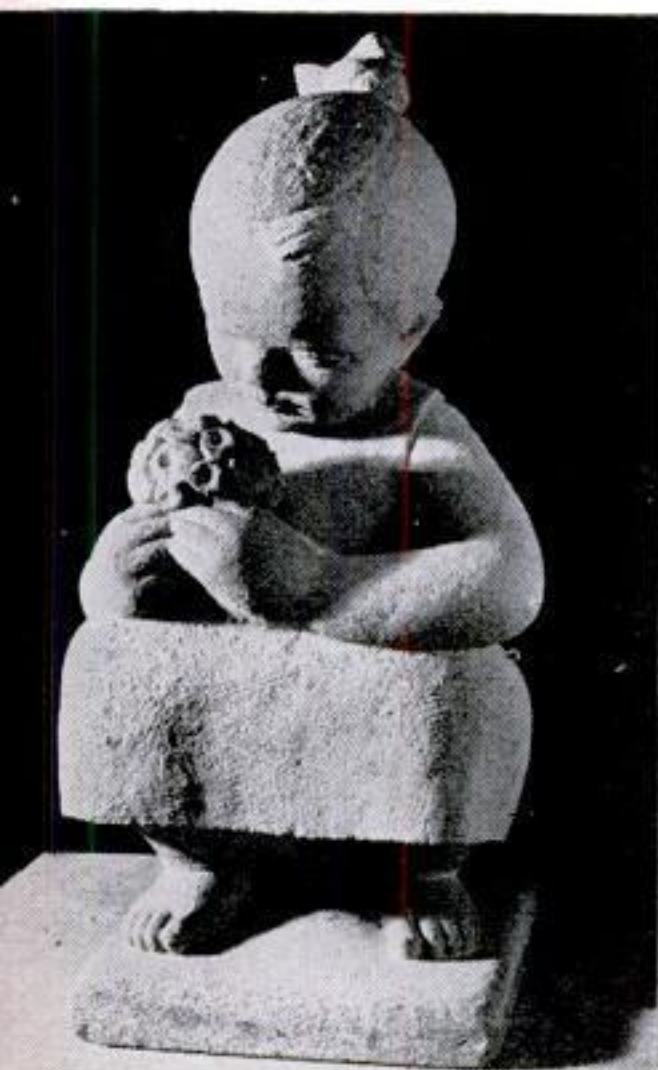
"Spring," a young fisherman, was modeled after artist's nephew, John King.



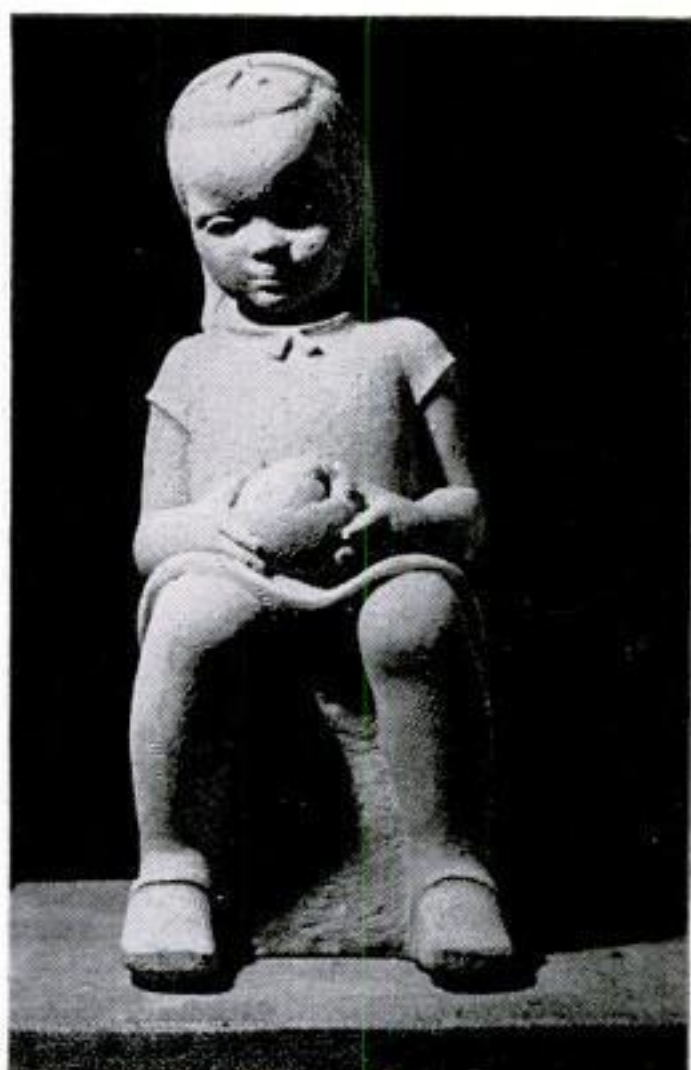
DESIGNED FOR CLIFF OR ROCKY LEDGE, "PAN" IS BRONZE WITH GOLD PATINA

TO EXHIBITION OF GARDEN SCULPTURE

Part of the Arden show is from the Victorian heyday of garden statuary when cast-iron nymphs fled cast-iron stags. Its 20 contemporary pieces, contributed by 15 artists, are not quite as lively but considerably better art. Altogether, they reaffirm the truth that most sculpture looks better outdoors, whether it stands in summer among flowers, or in winter beneath a cape of snow.



"Summer" is a portrait of the artist's niece, Pamela, inspecting a nosegay.



"Autumn" completes the series. Modeled in rough limestone, each figure costs \$300.

CONTINUED ON NEXT PAGE

Revolutionary!

New!

KAYSER

Mir-O-Kal*

A NEW TWIST IN HOSIERY

Yes...it's silk and *really* new.

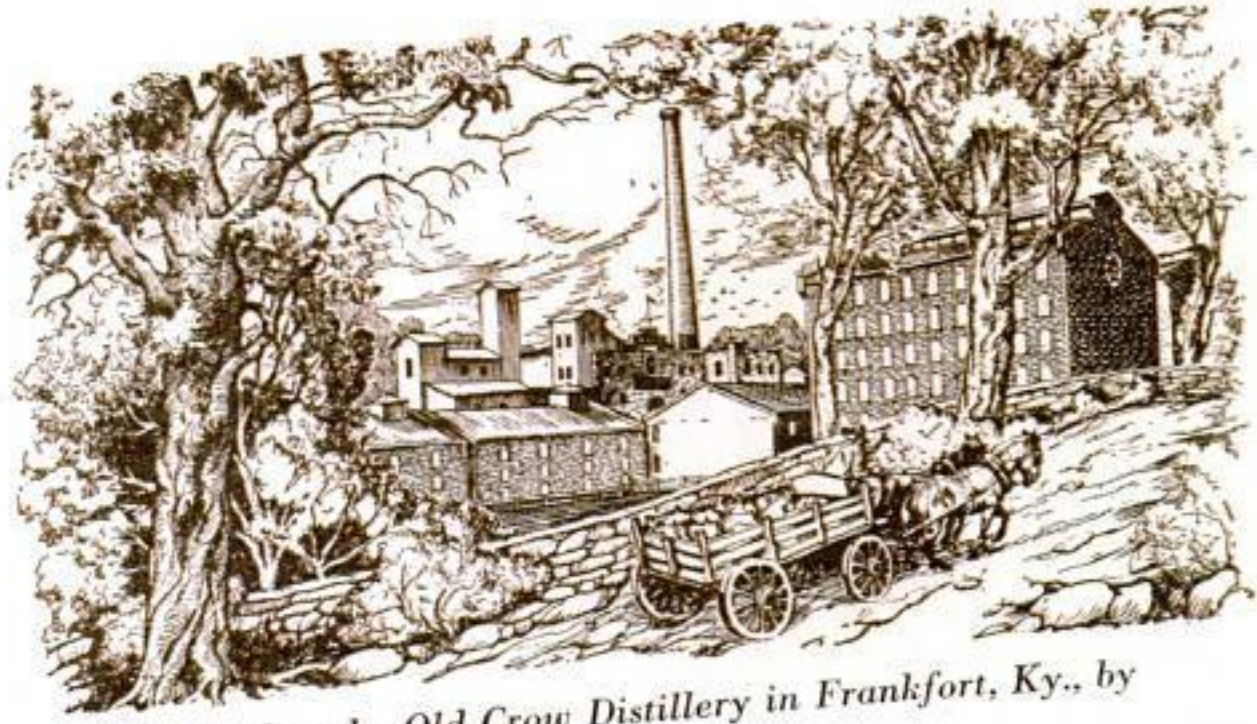
A sheerer, clearer stitch—
little chance for snagging—and,
oh, so fine and lovely.

There's truly nothing
like MIR-O-KAL*! . . . \$1

BE WISER . . . BUY KAYSER . . .

MADE IN AMERICA

COPYRIGHT 1941, JULIUS KAYSER & CO. *TRADE MARK REG. U. S. PAT. NO. 336873. ORIGINALLY CALLED MIR-O-CREPE.



Sketched at the Old Crow Distillery in Frankfort, Ky., by

Lucas



Those in the know... ask for

OLD CROW

A Truly Great Name
AMONG AMERICA'S GREAT WHISKIES

*No roster of great American
whiskies is complete without mention
of Old Crow; no experience of
fine whiskies complete without
tasting Old Crow.*

BOURBON or RYE

National Distillers Products Corporation, New York • 100 Proof

BOTTLED IN BOND



"Diana" by Marion Sanford of New York shows goddess of moonlight and chastity defending herself with her bow. The artist has just won a Guggenheim fellowship.



"Gulls in Flight," cast in dazzling aluminum, was inspired by the gulls hovering over the fishing boats in Helsinki harbor. It is by Shelia Burlingame of St. Louis.



"Flora," the goddess of flowers, is a Victorian statue from a Connecticut estate. According to legend, Flora must be given fresh flowers every day.



"Edwardian Belle," from an 1890 Hudson Valley estate, is a lady dressed almost too grandly for outdoors. She is meant to lean on a garden wall.

TRAVEL **FIRST CLASS!**



Here's just the ticket!

Thousands of people are preparing to travel first class next summer by changing their oil now.

When winter-worn oil and lubricants are drained, sludge, water and dirt go with them. These impurities, like poison in the human system, breed trouble if they are not removed.

Summer's exacting driving conditions call for heavier, sludge-resisting oil and lubricants.

When you change, be sure your "ticket" calls for comfort, smoothness and safety. Ask for PennZoil and be sure to ...

*Sound your "Z" for
this top PENN^{SYL} VANIA OIL*

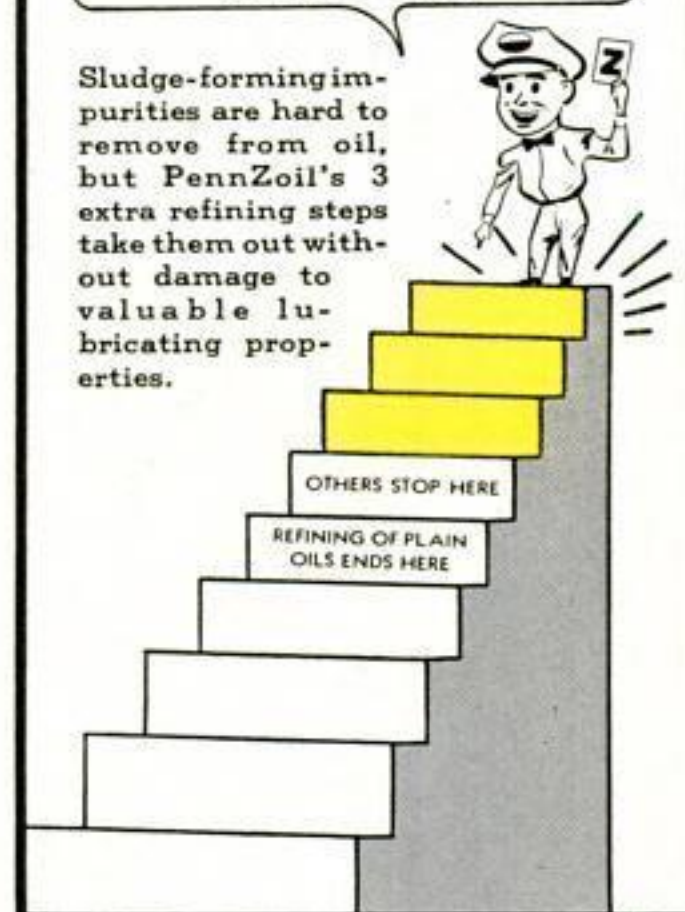


"Z"man DIRECTORY SERVICE
For the location of your dealer, just call the number listed under PennZoil in your phone book!



No Extra "Fare" for These
3 Extra Steps

Sludge-forming impurities are hard to remove from oil, but PennZoil's 3 extra refining steps take them out without damage to valuable lubricating properties.



Member Pa. Grade
Crude Oil Ass'n
Permit No. 2

GIVES YOUR ENGINE AN EXTRA MARGIN OF SAFETY



You'll find Champion Spark Plugs giving dependable service in Uncle Sam's tanks, trucks, motorcycles, cars, and boats of the "mosquito fleet." In your own car, Champions give the same dependable performance.

Today the quality and condition of your spark plugs establish to a greater degree than ever before the performance and economy you get from your engine.

Champion's Sillment seal not only prevents gas or compression leakage which causes overheating, and results in rough, uneven engine performance, but in so doing assures that smooth, economical engine performance which the maker built into it.

You owe it to yourself to check up on your spark plugs at regular intervals. Be sure they're Champions—the spark plugs champions use. Remember, too, all spark plugs, even Champions, should be changed every 10,000 miles for maximum performance and economy.



The intensity of the spark here determines dependable ignition—full power acceleration and economy. Champion's exclusive Sillmanite insulator is the most efficient known to ceramic science—insuring maximum delivery of spark under all operating conditions.



*Furthermore, no other spark plugs have the patented Sillment seal which keeps Champions permanently free from troublesome gas or compression leakage common to ordinary spark plugs.

You're always ahead with Champion!
SPARK PLUGS

PICTURES TO THE EDITORS

TWO-TONED GOAT

Sirs:

This goat is a pet belonging to 10-year-old Dale Reesman, whose father runs a tourist lodge near Boonville, Mo. It was given to him by the editor of the Boonville *Daily News*, who got it as payment

on a subscription to the paper. He (the goat) diets on thorny shrubbery and rose bushes. Possibly his mother was all-black and his father all-white—or vice versa.

CHARLES W. HESTWOOD
Kansas City, Mo.



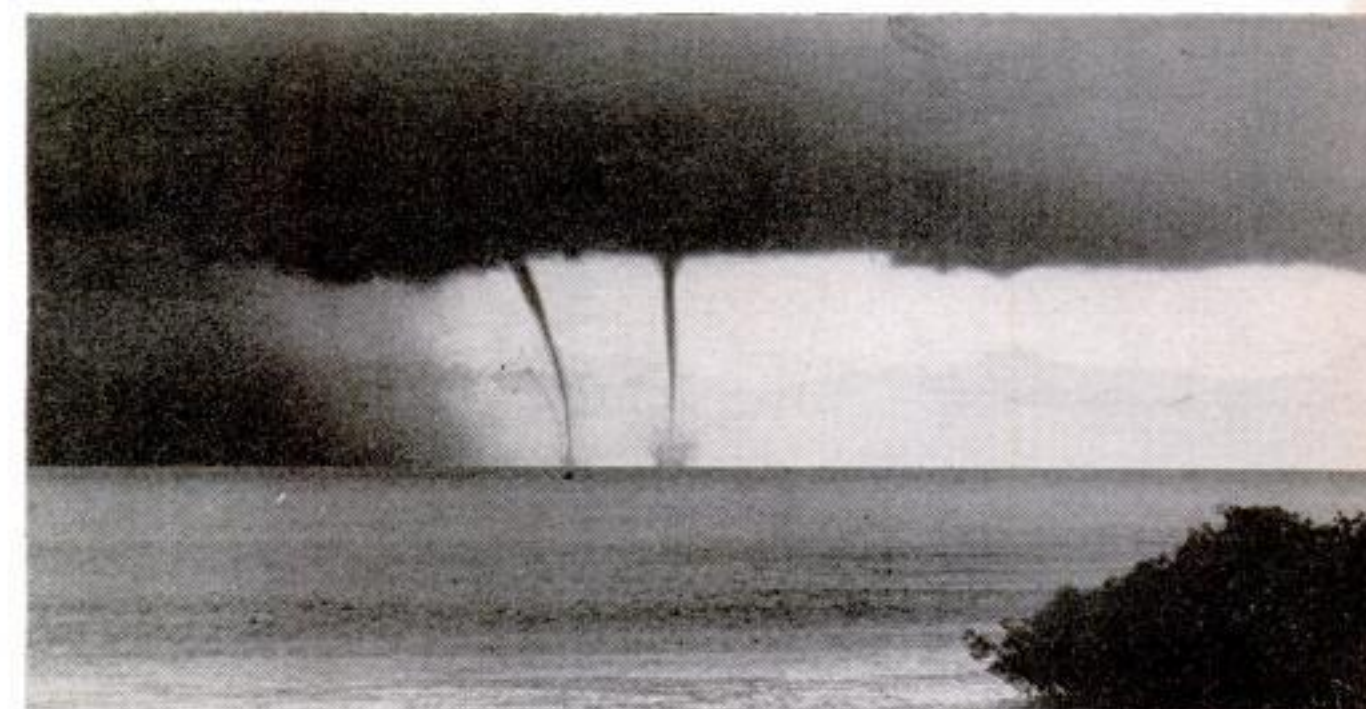
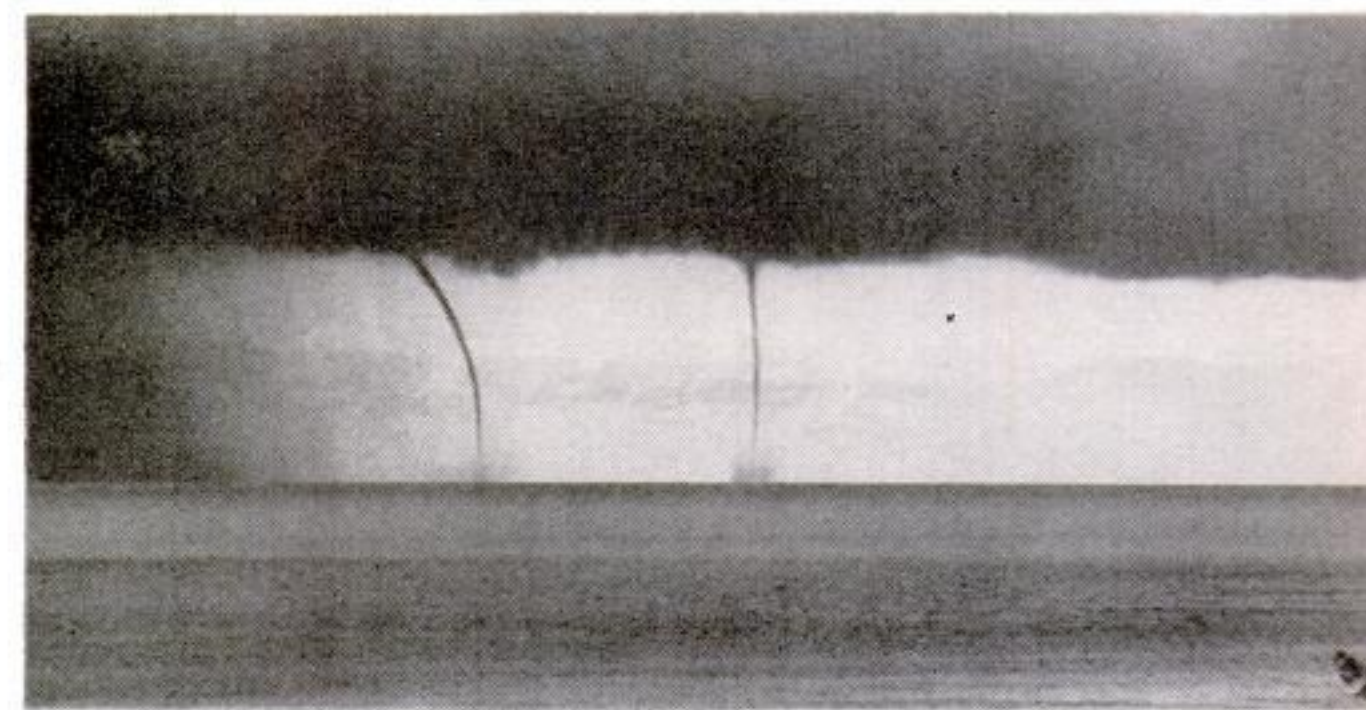
WATERSPOUT WEDDING

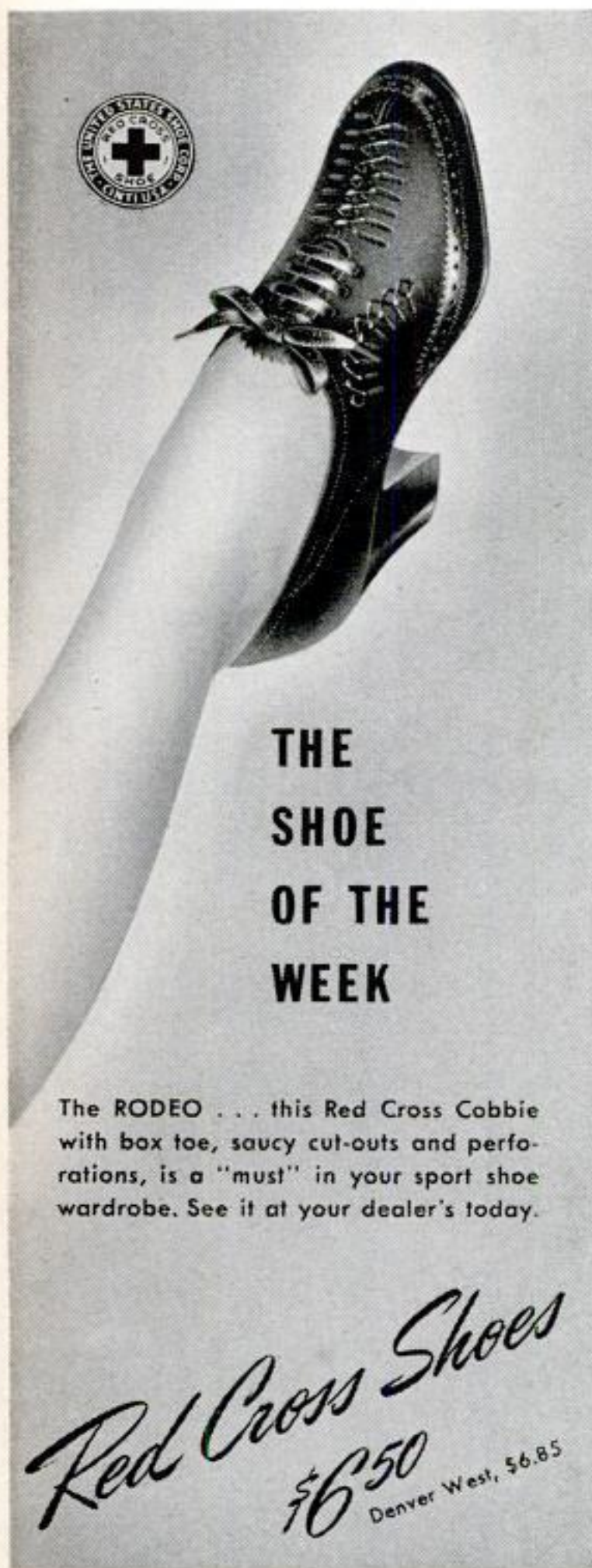
Sirs:

Standing on Long Key bridge en route to Key West, I photographed two waterspouts at five-minute intervals as they swirled their way along, several miles off-

shore. Finally, as I watched, their paths came together and they fused into one great column of water several hundred feet tall and 20 to 30 ft. in diameter.

A. O. BLISS JR.
Miami, Fla.





THE SHOE OF THE WEEK

The RODEO . . . this Red Cross Cobbie with box toe, saucy cut-outs and perforations, is a "must" in your sport shoe wardrobe. See it at your dealer's today.

Red Cross Shoes
\$6.50
Denver West, \$6.85

BRYTEN
Smoke Smudged

TEETH

Now, try the safe way to Bryten away tooth-dullness caused by smoke smudge. Brush with IODENT twice a day.

IODENT
Tooth Paste or Tooth Powder

Made by a Dentist. Try refreshing IODENT today and bring back the gleaming sparkle to your smile.

 No. 1—For Teeth Easy to Bryten
No. 2—For Teeth Hard to Bryten

GUARANTEED SAFE!

PICTURES TO THE EDITORS

(continued)

GROWING YOUNG

Sirs:

In the Feb. 3 issue you had a series of pictures showing how Make-up Artist James Schwabl "grows old" in grease paint. These pictures show how my husband did the reverse with the aid of only a razor. During a recent illness he let his beard grow and afterwards trimmed it in the stages shown.

MRS. WILLIAM C. WRIGHT
Altadena, Calif.



EMBLEMS OF EXCELLENCE



CALNAN MEMORIAL TROPHY. Because it is awarded for excellence with the three types of weapons used in modern fencing—foil, sabre and épée—the Calnan Memorial Trophy is a coveted award in this interesting sport. It is presented annually to the National Championship Three-Weapon Team. Only fencers who have proved their superiority through a series of contests can get their names on the Calnan Trophy. They must be better than good!



ETHYL EMBLEM. There is an award for excellence in gasolines too. It is the Ethyl emblem. Gasoline in a pump which bears this emblem has to be better than good. It must be "tops" in anti-knock (octane number) and all-round quality. Ethyl means a cooler-running engine in summer; extra power and smoothness throughout the year. When you stop to buy gasoline, the Ethyl emblem tells you which pump contains the best.



THE BETTER THE GAS, THE BETTER YOUR CAR

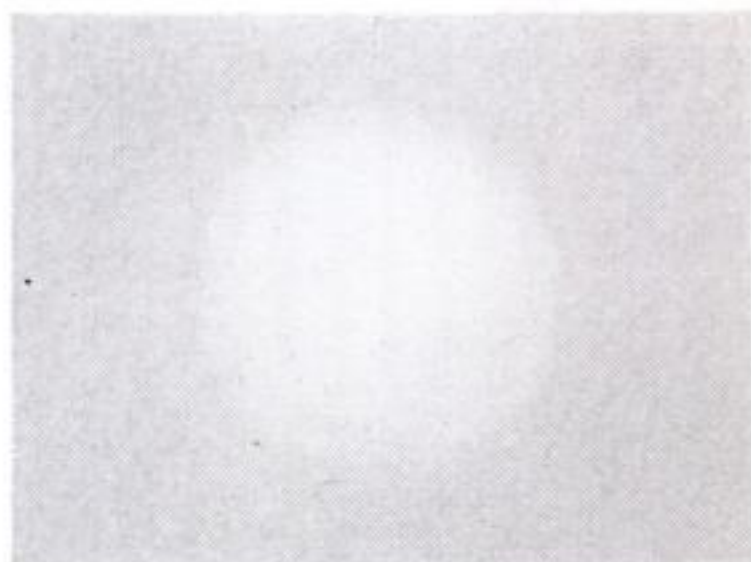
ETHYL GASOLINE CORPORATION, NEW YORK CITY

IT'S A CINCH TO REPAIR WALLS WITH **RUTLAND** PATCHING PLASTER

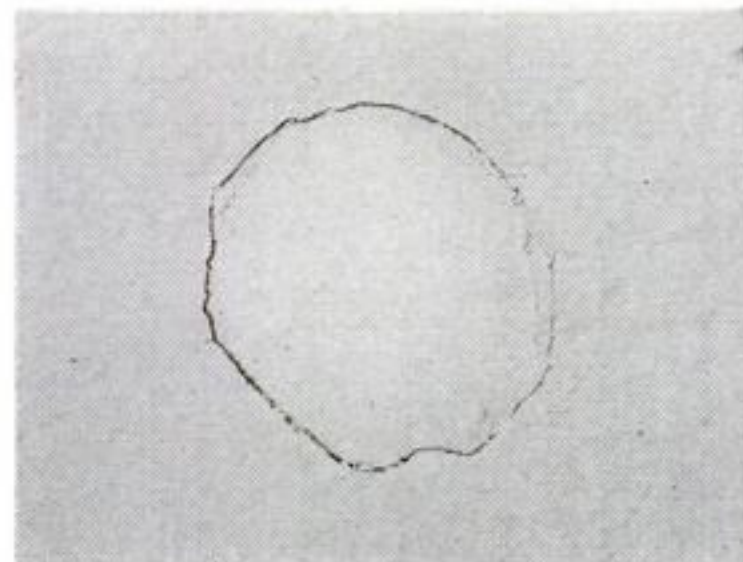


"I bet you won't be able to see where the hole was! Rutland Patching Plaster sure does a swell job...and no trouble at all! It makes a patch as smooth and lasting as the wall itself!"

NO CRACKING OR SHRINKING WITH GENUINE RUTLAND PATCHING PLASTER — Unretouched photos prove it!



● Here's the kind of a patch you get when you use Rutland Patching Plaster . . . smooth as when first applied and solid as the wall around it. Rutland's small water absorption prevents cracking and shrinking.



● Here's the kind of a patch you are likely to get when you use a so-called "just as good" patching preparation. Inferior plasters crack and shrink because they require so much water to make a working mixture.

LOOK FOR THE CHECKERBOARD PACKAGE

Other Rutland Repair Products: Rutland Roof Coating, Rutland Furnace Cement, Rutland Stove Lining, Rutland Concrete Patcher, Rutland Asphalt Paint . . . Look for the famous checkerboard label—at reliable paint, hardware and building supply dealers.



FREE! Uncle Ned's 100 How-to-fix its—Tells you how to repair cracks back of sinks—dustproof cement floors—stop leaks around chimneys and do 97 other home repair jobs. Mail post card to Uncle Ned, Dept. L-5, The Rutland Fire Clay Company, Rutland, Vermont.

PICTURES TO THE EDITORS

(continued)

NEST ROBBER

Sirs:

Conservationists estimate that seven out of ten potential wild ducks are destroyed each season before the hunter even fires a shot. Drought and fire account for many eggs; some 7,500,000 more are devoured by predators. One of the

most ravenous, though little-known, of these raiders is the Franklin ground squirrel. On the marshlands near Delta, on southern Lake Manitoba, my camera caught one of these creatures in the act of robbing a nest. This series of pictures resulted.

ORMAL I. SPRUNGMAN
Minneapolis, Minn.



GROUND SQUIRREL FINDS NEST HIDDEN IN TALL GRASS, PAWS OVER EGGS



WARY-EYED, HE ROLLS EGG AWAY FROM NEST INTO POSITION FOR CRACKING



SQUIRREL STRADDLES EGG, CRACKS IT USING LEGS LIKE NUTCRACKER



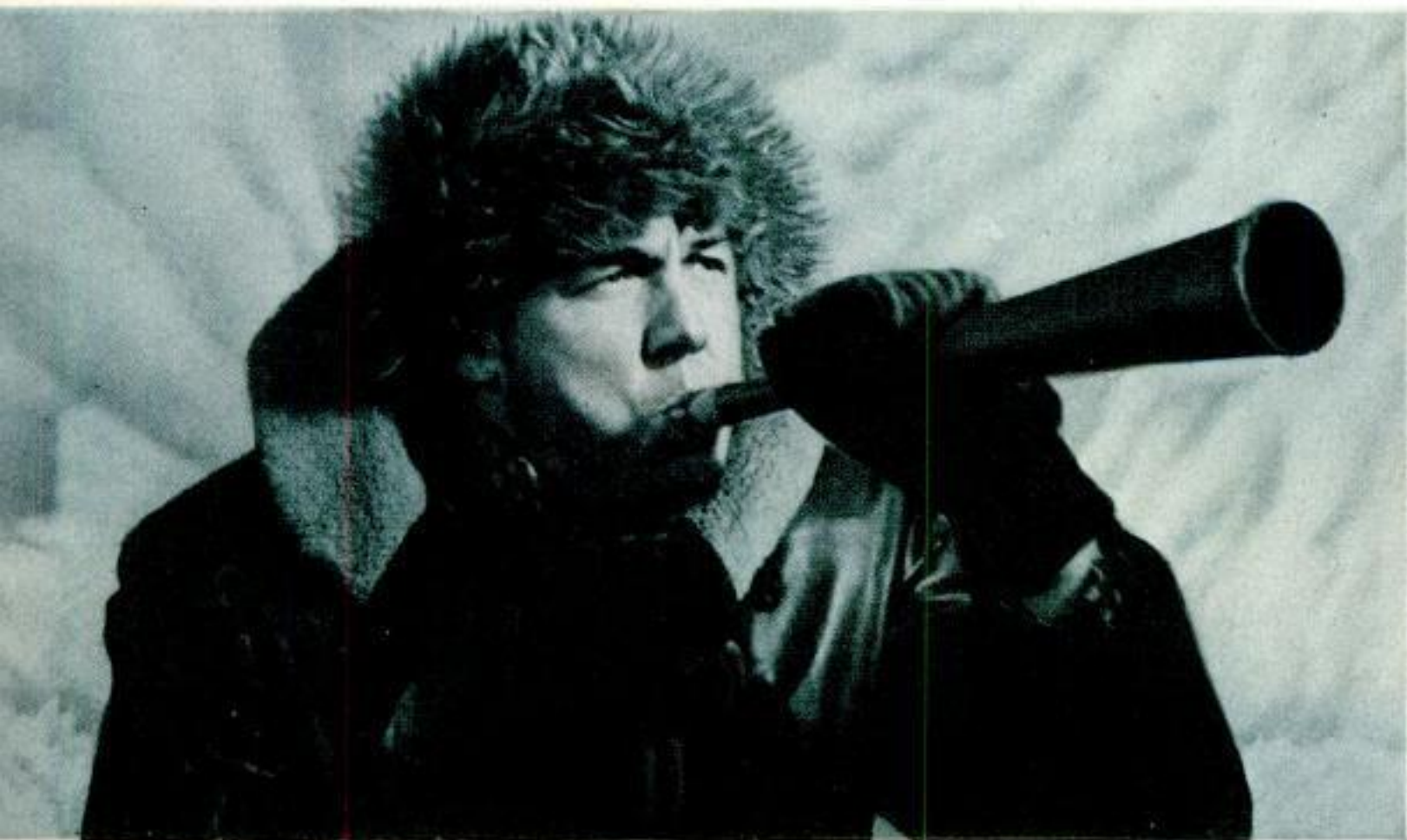
SITTING CONTENTEDLY ON HIS HAUNCHES, HE GUZZLES PILFERED EGG CUP

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RESCUE FROM AN ICEBERG



1. "How'd you like to find yourself with all the ice in the world and plenty of water—but no Canadian Club?" queries a recent letter. "Meanwhile the temperature's lower than nothing, and still dropping—and you're going through all this just because you undertook to write an article on how it feels to spend a quiet night alone on an iceberg."



2. "—At least, it started out to be overnight—but ended up by being almost twenty-four hours. You see, after I'd landed on the berg, a pea-soup fog settled down—and believe it or not, I couldn't get a single toot out of my signal horn! You can imagine how I felt when the fog finally lifted and the boat was able to locate me and pull alongside."



3. "When I got aboard—they handed me the most beautiful thing I've ever seen in my life: a bottle of Canadian Club! Now that I'm back to sanity and civilization, I'm still enjoying that cheery flavor, but (do you blame me?) I always have my Canadian Club and soda English-fashion—without ice!"

CHANGE TODAY, AS THOUSANDS HAVE

Taste for yourself why more Americans drink Canadian Club than any other Imported Whisky

WHY do *twice* as many Americans now drink Canadian Club as did a few years ago? Why have they changed to this rare, imported whisky?

The answer is in Canadian Club's utterly *distinctive* flavor—its all-round agreeable nature—that surprises and delights *all* tastes. Men themselves say Canadian Club is "*light* as Scotch," "*rich* as rye," "*satisfying* as bour-

bon." Yet it has a delicious flavor all its own.

In Scotland, as in U.S.A., Canadian Club is the leading imported whisky. It is a favorite in 87 lands. Discover why, for yourself. Just try this unusual whisky in your usual drink, and taste the pleasing difference. Start to enjoy Canadian Club today! Canadian Club Blended Canadian Whisky. 6 years old. 90.4 proof. Imported by Hiram Walker & Sons Inc., Peoria, Illinois.

IN 87 LANDS
WHISKY-WISE
MEN ASK FOR

*Canadian
Club*



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THE SMOKE OF SLOWER-BURNING CAMELS GIVES YOU
EXTRA MILDNESS, EXTRA COOLNESS, EXTRA FLAVOR

AND

28%
LESS
NICOTINE

than the average of the 4 other largest-selling brands tested—less than any of them—according to independent laboratory tests of the smoke itself

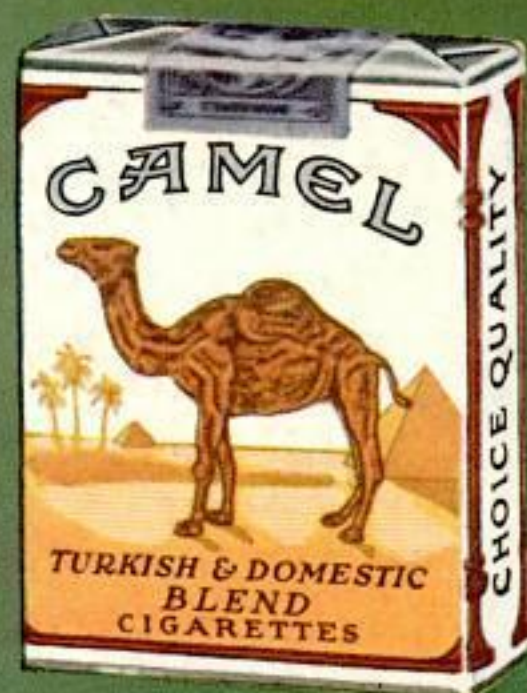
IT'S NEWS! Not the picture kind—but *news* of first importance to smokers like you.

Independent laboratory findings as to Camels and the four other largest-selling brands tested—the four brands that most smokers who are not Camel “fans” now use—show that Camels give you less nicotine *in the smoke*. And, the smoke's the thing!

But that's only the start of the story! Camel brings you the extra mildness, extra coolness, extra flavor, and extra smoking of slower-burning costlier tobaccos. Get Camels your very next pack. Why not get a carton—for economy and convenience?

R. J. Reynolds Tobacco Company, Winston-Salem, North Carolina

THE
SMOKE'S
THE
THING!



HOT AFTER
HISTORY!

It's Donahue of Pathé who follows the news the world over with camera . . . with CAMELS!

● He's off again for more of those exclusive pictures you see in the newsreels. Below, you see how Bob Donahue gets exclusive “extras” in his smoking. He smokes Camels, of course. Only Camels give you those “extras” of slower-burning costlier tobaccos.

CAMEL'S
SLOWER WAY OF
BURNING IS ACES
FOR MY KIND
OF SMOKING.

EXTRA MILDNESS
AND A FLAVOR THAT
ALWAYS HITS
THE SPOT



“I’LL TELL YOU,” said Bob when he got his picture *taken* (above), “I smoke a good bit in my job. And my cigarette has to be more than mild—it has to be *extra* mild. Camel is the one brand I’ve found that gives me extra mildness and at the same time a flavor that doesn’t go flat on my taste.”

Make Camels your next cigarette purchase. Smoke out the facts for yourself. Enjoy that famous Camel flavor to the full with the comforting knowledge that you’re getting extra mildness, extra coolness, and the scientific assurance of extra freedom from nicotine in the smoke. And—the smoke's the thing!

By burning 25% slower than the average of the 4 other largest-selling brands tested—slower than any of them—Camels also give you a smoking *plus* equal, on the average, to **5 EXTRA SMOKES PER PACK!**

CAMEL—THE SLOWER-BURNING CIGARETTE